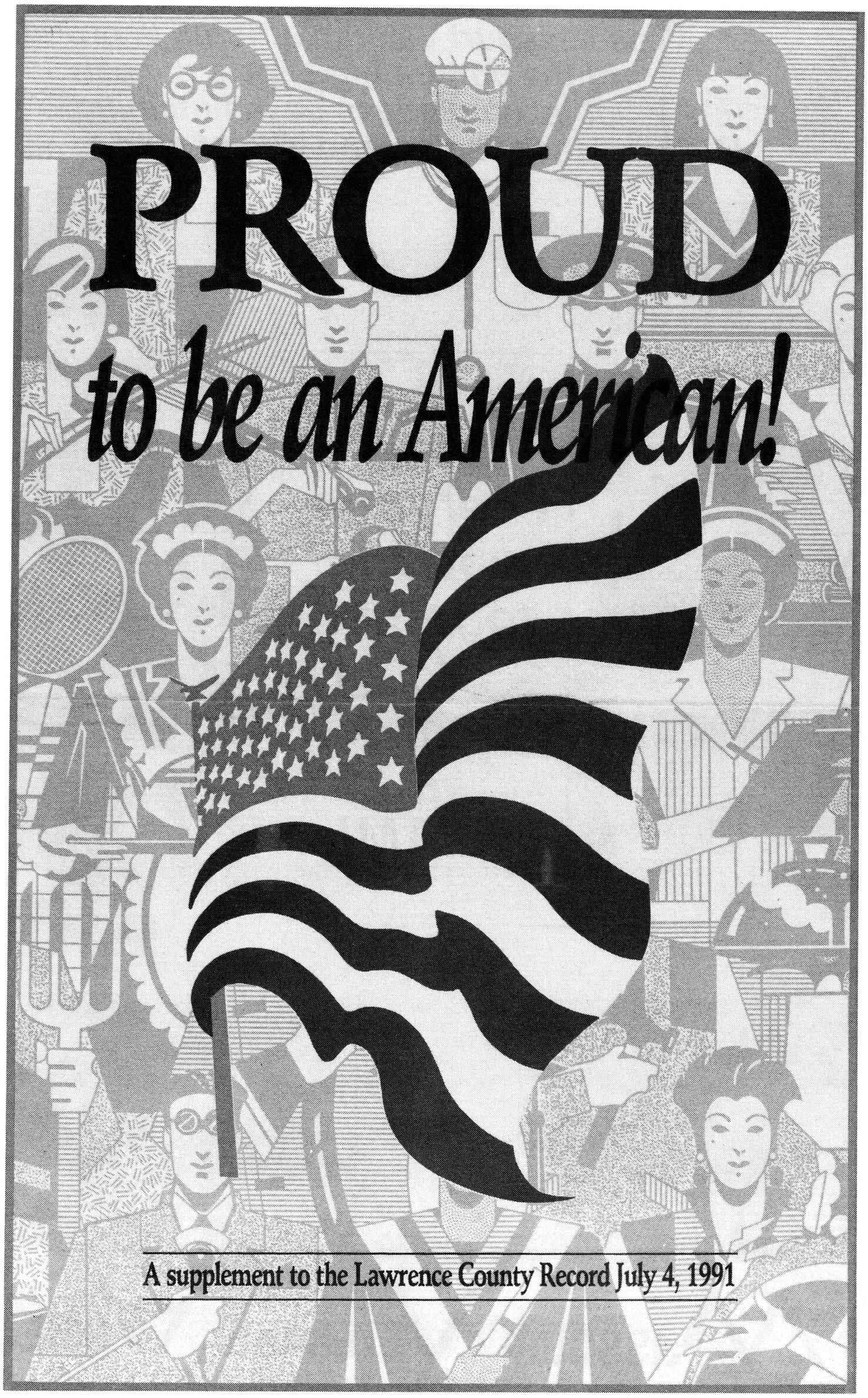
TearSheet

Case Histories

Sandra Maenner
Production Foreman

LAWRENCE CO. RECORD
312 S. Hickory
P. O. Box 348
Mt. Vernon, MO 65712

Newspaper's special edition – published July 4th – salutes American workers and businesses. Flag in foreground is from July 89 *PMS*. People screened in background are from Nov. 90 *Clipper*. Printed in red and blue with type in black.

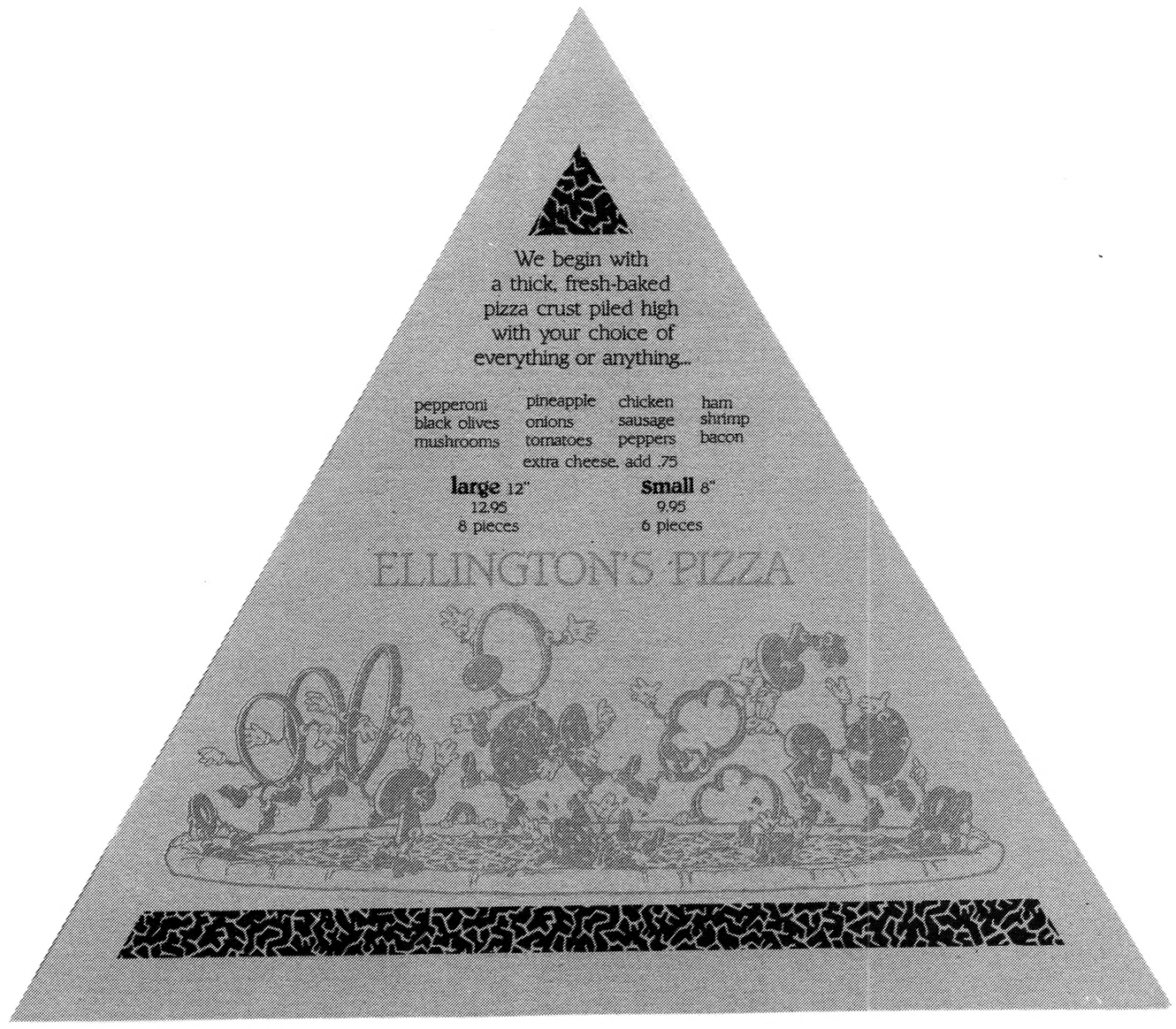


Case Histories

Julie Parmerlee
Designer

GRAPHIC MENUS, INC.
St. Rd. 3 North
Eaton, IN 47338

Room service menu comes on strong with unique triangle shape and bright colors. Inside back cover features animated pizza fixin's from Oct. 90 *PMS.* Clever design won the company two awards in the National Restaurant Association's Annual Contest.

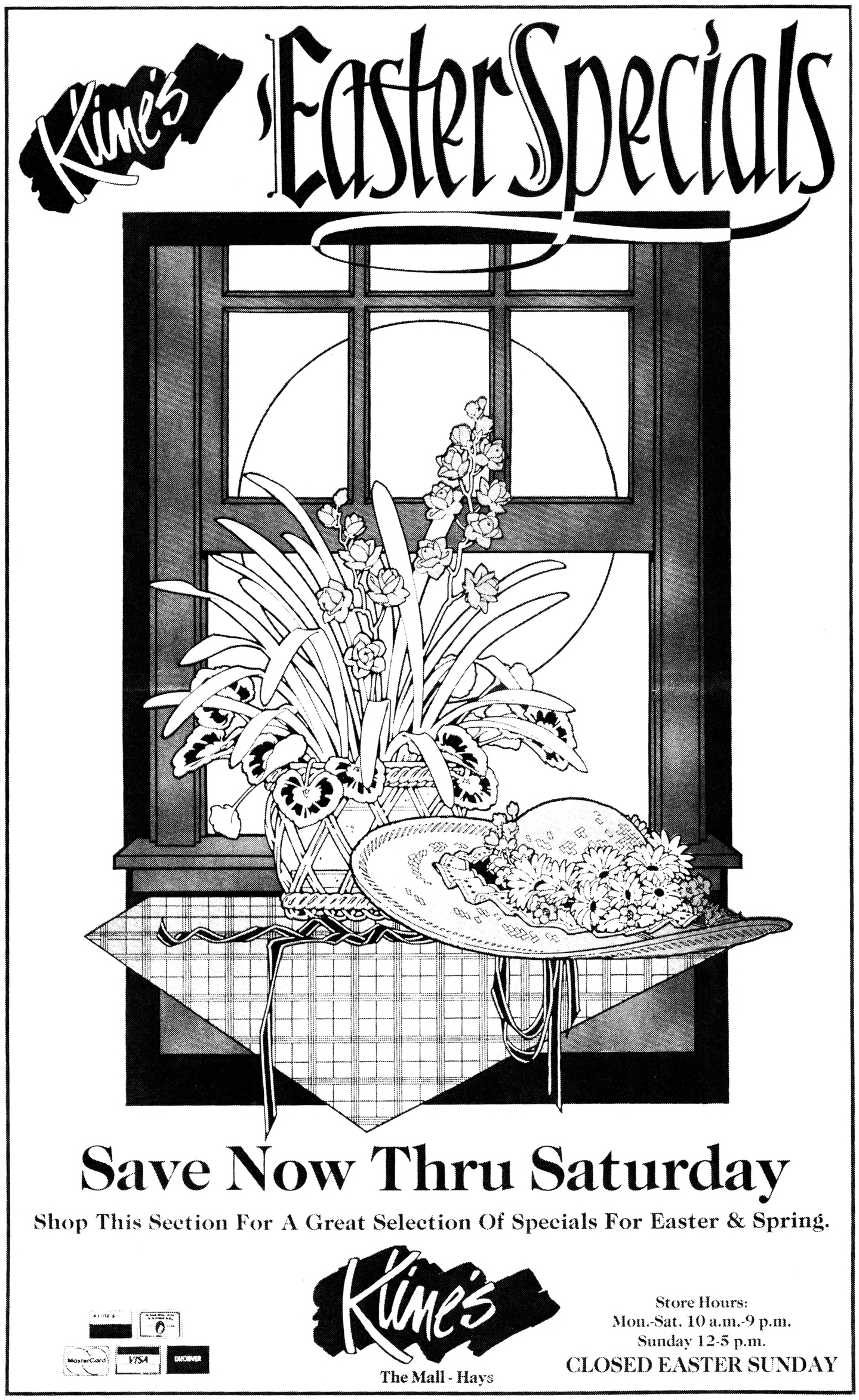


Case Histories

Mary Ann Karst
Advertising Rep.

THE HAYS DAILY NEWS
507 Main
Hays, KS 67601

Special section cover showcases a charming spring illustration from the March 88 *PMS*. Printed in full color with background and sun in bright yellow.

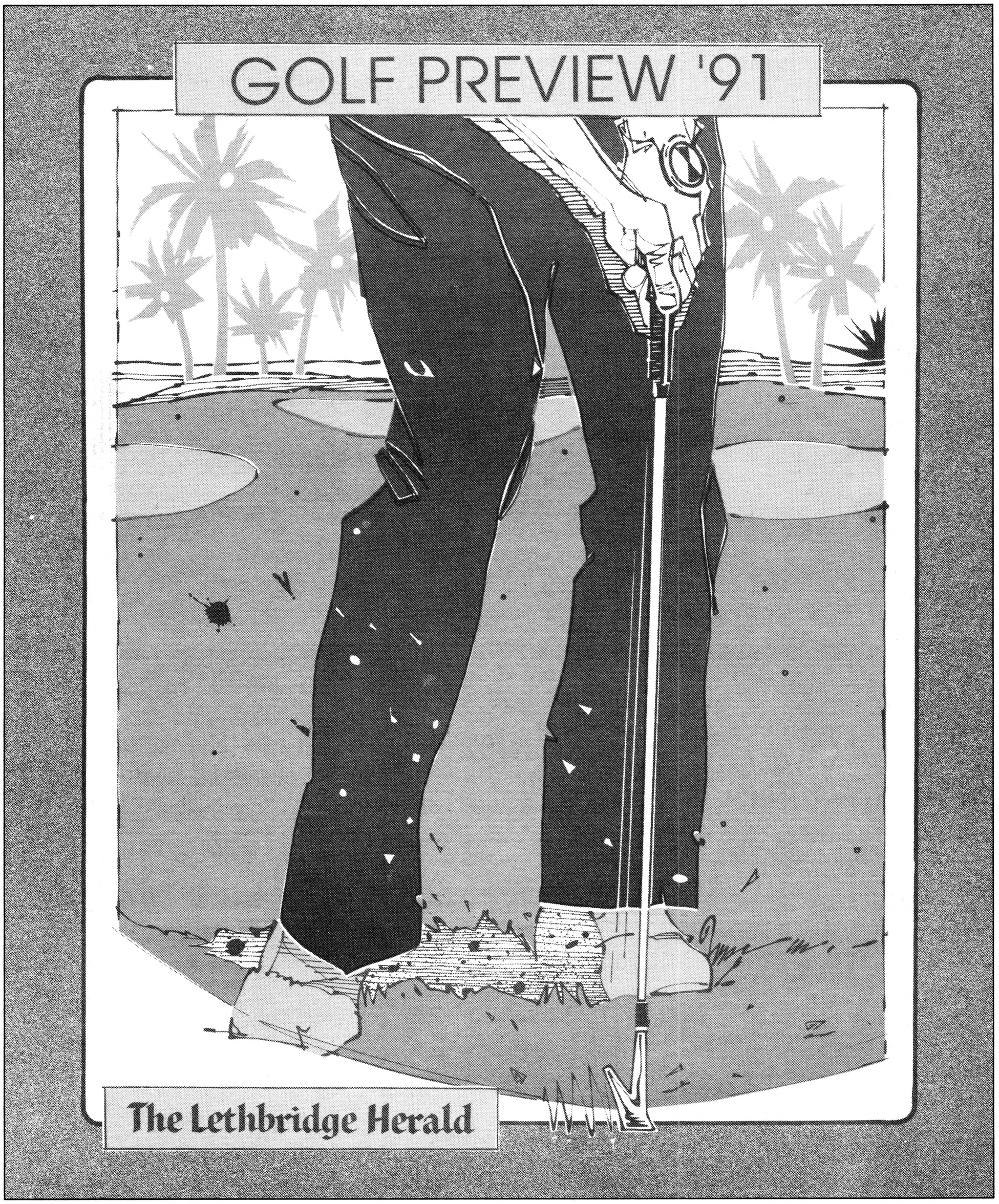


Case Histories

Jamie Bryant
Layout Artist

THE LETHBRIDGE HERALD
504 7th Street
Lethbridge, AB T1J3Z7

With their golf season just getting underway, the June 91 *PMS* provided "the artwork we needed to make our golf edition a great success." Printed in red, green, yellow, and black.

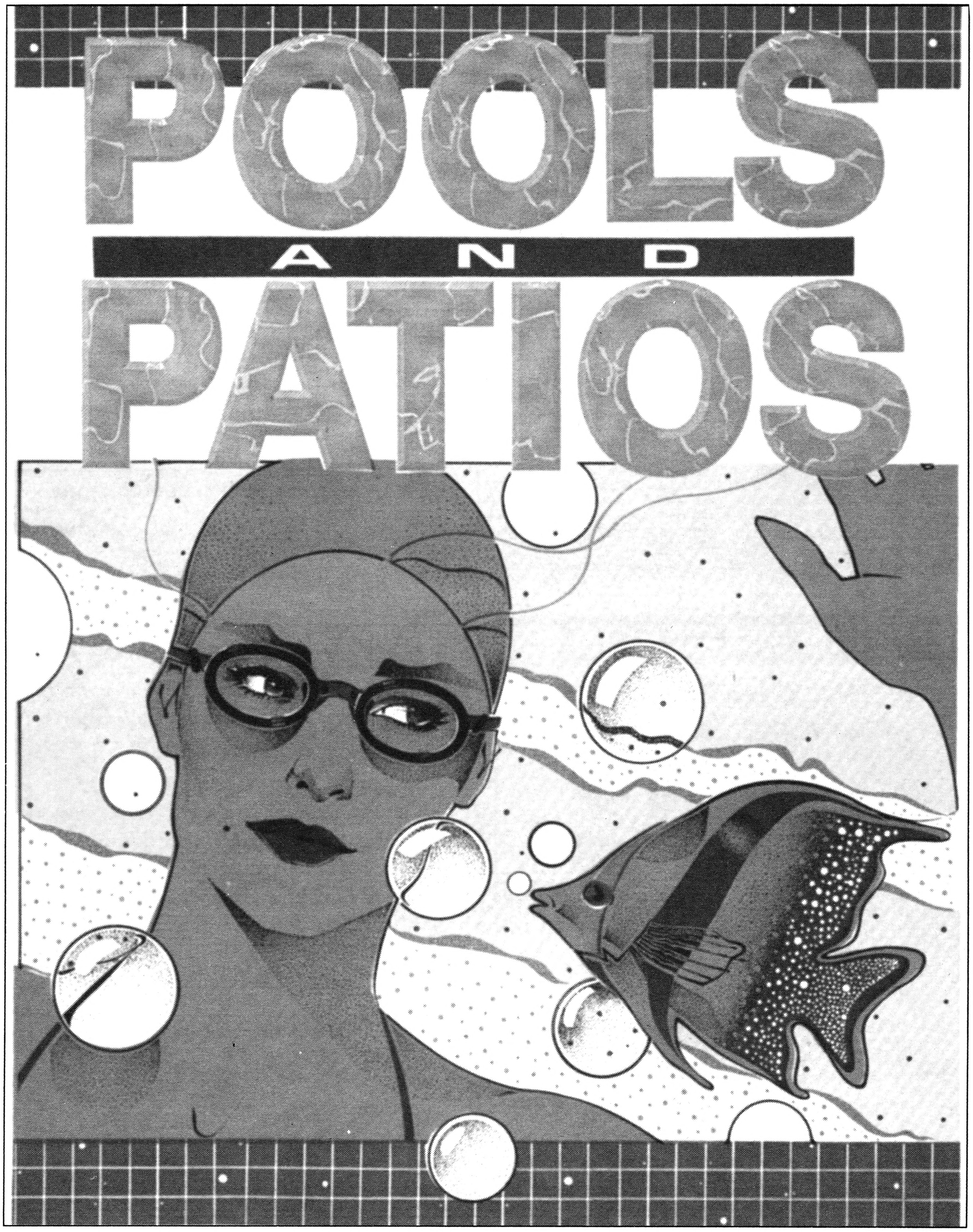


Case Histories

Paul Wheeler
Senior Designer

FLORIDA TODAY
Gannett Plaza
P. O. Box 363000
Melbourne, FL 32936

Pools and patios advertising supplement cover shows a combination of two art spots from the June 91 *PMS*. Tile border at bottom of woman and fish was taken from another illustration and added on. Printed in full color.



Case Histories

Lori Leibowitz
Graphic Designer

PURITY
101 Billerica Ave.
N. Billerica, MA 01862

For the cover of the EatWise News, May 91 *PMS* art scanned as a TIFF file and horizontally scaled. Separated film was made using an imagesetter and sent to the printer, bypassing the mechanical stage. Printed in red and black on white stock.

Ask Alice

Thank goodness the summer is here. Not only is the weather warmer, but it's time to light up the grill. The tantalizing aroma of barbecuing foods will make your mouth water. This month's Eat Wise News will help the outdoor cooking enthusiasts plan nutritious grilled entrees. Barbecued foods can be healthy when you select lean cuts of meat, skinless chicken pieces and seafood. When grilling, try not to heavily char your meats. Burnt foods may contain compounds believed to be carcinogenic. Scrape away any charred residue before eating. Discourage flareups by trimming off all visable fat before cooking and periodically spritzing the fire with water, if needed.

Don't forget to take advantage of the hot grill for the whole meal. Grill your vegetables, heat bread and sauce, plus grill fruit for dessert.

Backyard barbecues can make everyday summer meals fun and relaxing.

Alice

Alice Grover
Director of Consumer Relations

Play it Safe

Enjoying tasty foods in the great outdoors is definitely one of the pleasures of summertime. Here's how to ensure that your food will be safe to eat:

▶ Never use the same plate with which you brought raw meat to the grill to bring cooked meat to the table. Always use a clean plate.

▶ If you plan to serve the marinade as a sauce on the side, be sure to bring it to a boil first.

▶ Don't allow foods to stand at room temperature or outdoors for very long, certainly no more than one to two hours.

▶ Never use gasoline or kerosene to start a fire and be sure not to add additional liquid starter after the coals are burning.

Combination Cooking

Start food in the microwave oven and finish it on the grill! This method is a real time saver and works great when cooking ribs, chicken or sausage.

Just remember to grill your food immediately after it is microwaved. Don't leave partially cooked food at room temperature since bacteria is likely to grow and you might get sick.

START IN MICROWAVE (600-700 watt oven)	FINISH ON GRILL
SPARERIBS Cook 3 pounds of pork with 1 cup sauce or water on high, covered. Cook 20 minutes. Turning ribs once.	Cook 10 to 15 minutes over medium heat, basting with sauce. Watch carefully so ribs don't burn.
CHICKEN PARTS Cook 2 ½ pounds chicken with ½ cup sauce, skin side down, in covered dish, on high for 8–10 minutes. Turn pieces over halfway through cooking.	Cook 5 to10 minutes per side on grill, or until done, basting with sauce.
SAUSAGE Prick 1 pound of sausage or kielbasa with fork. Cook with ¼ cup water or sauce on high, covered, for 4–6 minutes, turning dish once during cooking.	Cook 8 to12 minutes, turning several times during cooking. If desired, baste with sauce.

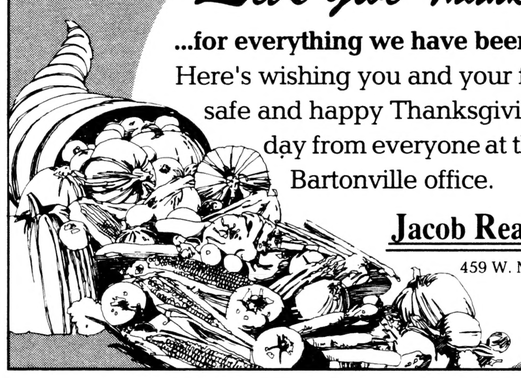
All purpose glaze

In saucepan, mix ¼ cup reduced sodium soy sauce, 2 tablespoons brown sugar, 2 tablespoons catsup, 1 tablespoon Dijon mustard, 2 cloves minced garlic, ½ teaspoon lemon pepper seasoning salt. Heat over low heat, 5 minutes. Makes about ½ cup.

PMS COVER STORY: Several holiday elements combined to create a traditional Christmas look on this month's cover. Archway from page 18: ivy removed from poinsettia plants, posts shortened, some stairs removed, and lettering removed from top of arch. Tree from page 10: rocking horse removed, and gifts on right side flopped and patched together to create a fuller look beneath the tree. Formatt® pine tree texture added to background. Print Media Service and date set in Wade Sans Light by Letragraphica®. Printed in two Pantone® colors and one metallic ink on Carolina cover stock.

TRADE SHOWS: This month Dynamic Graphics' representatives will be at **The Mac Show,** King of Prussia, PA, Nov. 5-6; **Grafix,** New York, NY, Nov. 22-24; **Graphic Trade,** Toronto, ONT, Nov. 22-25.

Let's Give Thanks...



...for everything we have been given.
Here's wishing you and your family a safe and happy Thanksgiving holiday from everyone at the West Bartonville office.

Jacob Realty Co.
459 W. McClure Rd.

Harvest The Goodness!

Get back to the basics with 100% natural food. Ask the staff about our complete line of health food products.

Eat right and remember, give thanks for your family's well being. A healthy diet can mean a healthy body and mind.

- **Bulk Foods**
- **Vitamins & Minerals**
- **Herbal Teas**
- **Weight Loss Products**
- **Nutritional Drink Mixes**
- **Combination Packs**

Tony's Health Foods
PH: 555-5488

IT'S TIME FOR THE ANNUAL THANKSGIVING FEAST OF SAVINGS!

We're giving thanks with rock-bottom prices on all light fixtures in stock

50% Off Every Ceiling Fan

Sale from Nov. 17th to 30th

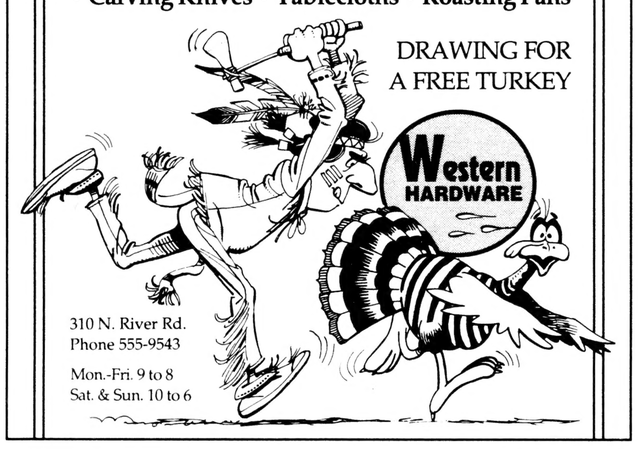
Bob's LIGHTING CENTER
Corner of Rte. 9 and Knoxville

TURKEY DAY SALE!

Give those other hardware stores the ax. Get brand name items for the guaranteed lowest price. Any questions? Our knowledgeable staff will help.

ALL THANKSGIVING ITEMS AT A SPECIAL 50% OFF

- **Carving Knives**
- **Tablecloths**
- **Roasting Pans**



DRAWING FOR A FREE TURKEY

310 N. River Rd.
Phone 555-9543
Mon.-Fri. 9 to 8
Sat. & Sun. 10 to 6

YOU'LL GOBBLE UP ALL THESE BARGAINS

Tom Turkey says you can't beat the savings on this Thanksgiving Day merchandise!

Country Home DRESSING	$4.99
4-Pack Table SETTINGS	$12.99
Brown Breast ROASTER	$19.99
Forever Sharp CUTLERY	$27.99
24-Pack Cans L.A. COLA	$5.99

Koch's Variety
4417 East Monmouth Drive

Supplement to Journal News Food Section, November 3, 1991

Thanksgiving

Holiday customs, traditions, and facts that remain from the first Thanksgiving

The Journal News Since 1897

Graduated screen Dec. 89 Clipper

We came to tell you that ...

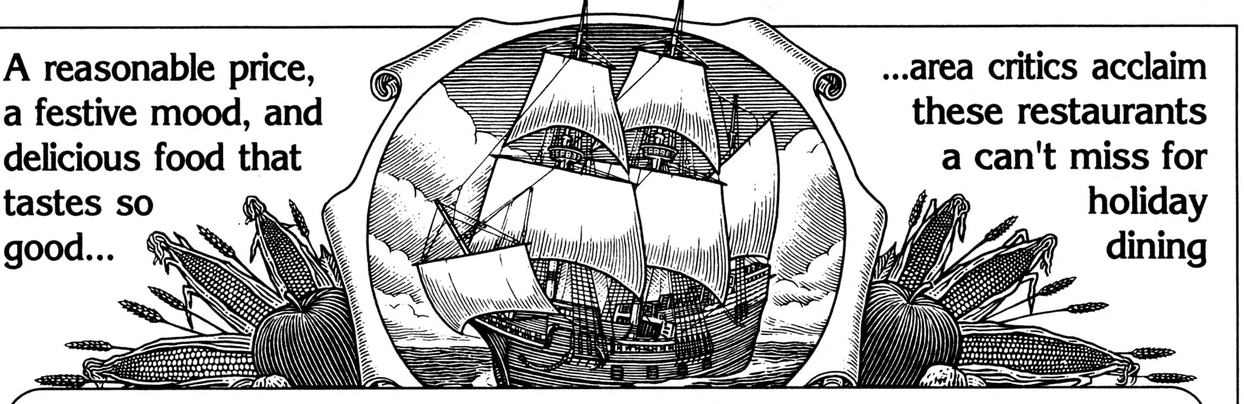
IT'S TURKEY TIME!

Holiday Favorites from Johnson's Food Store

Gerald McDonald farm fresh
TURKEYS
TOM $.69 HENS $.79

Bountiful Savings
Four days of T-Day specials
NOVEMBER 20th-24th

Idaho Valley Table Favorites
5-lb. sack
YAMS $3.45
10-lb. sack



A reasonable price, a festive mood, and delicious food that tastes so good...

...area critics acclaim these restaurants a can't miss for holiday dining

RESTAURANT GUIDE

Gilliad's
2180 N. Michigan Dr.
555-4590

Café de Bob
440 E. Randolph Ave.
555-8555

Scotland Yard
1932 N. Veterans Dr.
555-8320

Sea Horse
5325 E. Sterling Pkwy.
555-6795

ROYAL FLUSH
3330 N. Corrigan Ave.
555-6080

Philips Steak House
3246 N. Sheridan Rd.
555-7650

Shannigans
787 W. Attenwood Dr.
555-4455

Pierre's
4568 N. Knoxville Ave.
555-9424

For over 25 years we've celebrated this holiday with a feast big enough for an army. And this year is no different. Bring the family down for some old-fashioned home cooking on Thanksgiving. For $6.95 per person, you have unlimited trips to our holiday smorgasbord. Come in from noon to 8 p.m. and sit down to a great meal.

Telephone 555-5969

A Thanksgiving Tradition

Andre's Villa
3342 South Veterans Memorial Drive

Give thanks for good health

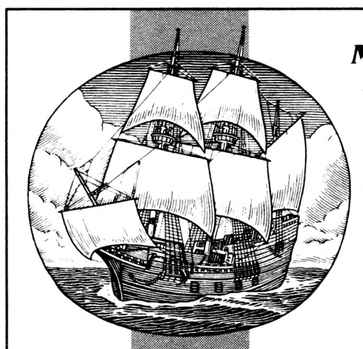
Be grateful for your and your family's good health and well being. Always remember we are there to help you. Take care over the Thanksgiving holiday weekend.

Southwest Insurance Group
Serving policy holders since 1923

Let us help you with your holiday cooking

Get a bird with all the trimmings and don't lift a finger!
No shopping, no cooking, and no mess when you order one of our Thanksgiving Day meals. Carve into a plump and juicy Brownbreast turkey and enjoy our fresh salads, rolls, casseroles, vegetables, cakes, and more.

Cid's Foodtastics
321 Kewanee Dr.
Call 555-6542



May the spirit of the founding fathers...

...pave the way for your own freedom. Economic freedom comes with careful planning. Talk to a personal banker for your best financial options.

1st Commercial Bank

FEAST YOUR EYES ON OUR

Thanksgiving Buffet!

And sink your teeth into something delicious

MEATS AND POULTRY
Seasoned Italian Beef — Swedish Meatballs
Sliced Turkey — Boiled Ham — Roast Beef
Butterfly Pork Chops — Barbecued Chicken

SIDE DISHES
Three Bean Salad — Rice Pilaf — Hawaiian Salad
Sweet Potato Souffle — Cranberry Orange Relish
Deviled Eggs — Cornbread Stuffing — Vegetables

Satisfy your appetite with a mouth-watering variety of your Thanksgiving Day favorites!
Call 555-8137

Reservations must be made before November 18th. Limit six per party.

The Parkview Hotel
2443 N. Jefferson Pkwy.
Telephone 555-7979

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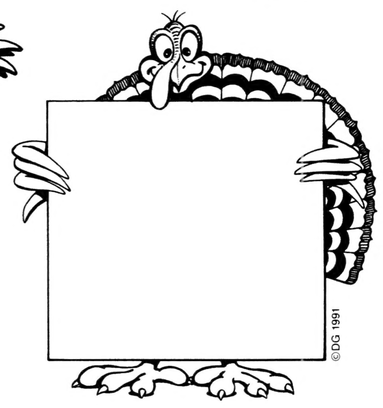

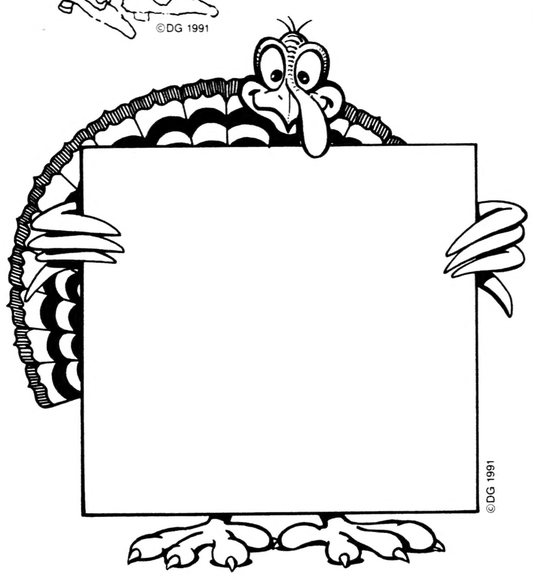

Type border Borders & Mortices Vol. 4

"Everything must be perfect for our customers"

"And so it is... The whole store is a Christmas wonderland, filled with great gifts for everyone."

Forester's on the square

MERRY CHRISTMAS PEACE ON EARTH HALLELUJAH JOY HAPPY NEW YEAR SEASON'S GREETINGS NOEL

Wishing friends and family a Merry Christmas is in the cards this year!

Personalized Christmas Cards

Bring in this ad and get 10% off

Smith Printing

ShopEarly

Get a step ahead of the Christmas crowd. Start your gift shopping ahead of time to avoid the last minute syndrome of sold-out items, packed parking lots, and mile-long lines.

"We've got it now"
METRO MALL

HOLIDAY Savings

Shop, save, and see Santa and his elves!

THURSDAY THRU SUNDAY, NOVEMBER 14th - 17th

All boys and girls get free candy canes!

Special Holiday Advertising Supplement to the Daily Telegraph Nov. 9, 1991

Earn Extra CASH For Christmas

Ho, ho, holy cow, you need money for gifts!

A quick and easy solution for Christmas cash, sell your unwanted stuff. Put an ad in the classifieds and sell the mountain bike you've ridden twice, the food processor you never opened, or your old dining room table. For only $15, you can have a five-line ad in the newspaper for one week.

CALL 555-9567

The Gazette Classifieds

Hear Ye! Hear Ye!

Christmas Shopping Hours:

9 A.M. to 9 P.M.
December 1st until Christmas

Bogard's

It's that time again!

THE CHRISTMAS SEASON HAS OFFICIALLY BEGUN

You'll know it's time to get in the holiday spirit when you see our bright lights, festive decorations, and super holiday markdowns on all kinds

Thompson's .5-hp., belt Power Sander

Thompson's Crosscut-Tooth Industrial Saw

OPEN HOUSE

Sunday, November 17, 9 a.m.-5 p.m.
Spine-tingling mysteries, do-it-yourself guides, futuristic science fiction, and much more. See what we have to offer.
Books • Magazines • Comics • More

Free coffee and cookies

Kaufman's BOOK STORE Gleason Mall

All kinds of toys for all kinds of kids!

SANTA'S WORKSHOP

Action figures, remote control cars, electronic games, & more

Magnetek Television Action System $99.95

Charleston/Langly Baby Bedtime $34.99

Commando Bo Figure Bazooka Barnes $5.97

SX Dyna-Control Turbo Racer $55.97

Milli Workout World 4 & Up $59.97

Stock Market Crash 8 & Up $16.95

Toyland Town Ventura Mall

Have breakfast with SANTA!

Saturday, November 23rd

St. Nick is cooking up something delicious especially for you. A well-balanced breakfast you'll flip over.

Snowman Pancakes • Christmas Time Eggs
Mrs. Claus Homemade Toast • Frosty Cold Milk
North Pole Bacon • Ice Chilled Orange Juice

Breakfast is served from 7 to 11. You'll love the holiday meal deal and your mom will love the price. $4.95 per person

Swedish House Inn
4342 North Constantine Avenue • 555-6141

HOLIDAY

GIFT IDEAS FOR THE ENTIRE FAMILY

Don't waste your time running all over town looking for the perfect gift for everyone on your list. You'll find everything from fashions to toys to fine jewelry. And our extended holiday hours make shopping so easy. Open daily from 10 to 10.

FREE GIFT WRAP!

KOCH VARIETY Locke Mall

This Christmas, the best gifts come in BIG packages

WASHERS & DRYERS $289.95 per unit

Full sized, top loading, Cabana PowerHouse washers and dryers in matching designer colors.

• Almond • Black • Avocado • Harvest Gold • White

Winter specials for the comforts of home. Give the gift of modern convenience with our name brand appliances

Kitchen Cuisine Toaster Oven

100% satisfaction or your money back

$49.99

• Bake or toast functions
• Bi-level rack
• 1.8 cu. ft.

Limited Time

REFRIGERATORS $369.79 plus tax

Keep Santa's cookies and milk fresh in a side-by-side or standard model. Or try a bar fridge for only $169.79

DISHWASHERS $439.95 per unit

Three Clean Living models, all fully equipped, standard size, with silent wash and soft control pad.

• Homemaker I • Vestron • Mother's Little Helper

With a $50 purchase or more, get a Tomarichi telephone *FREE*

Martin's APPLIANCES
431 N. Broadway Dr.

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SANTA'S
WORKSHOP
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APPLICATIONS
accepted
for
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TOYMAKERS
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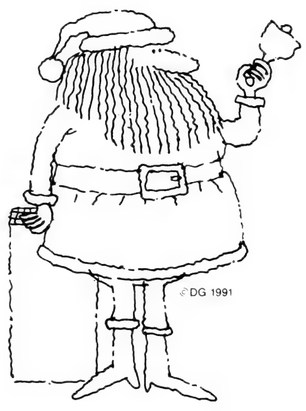
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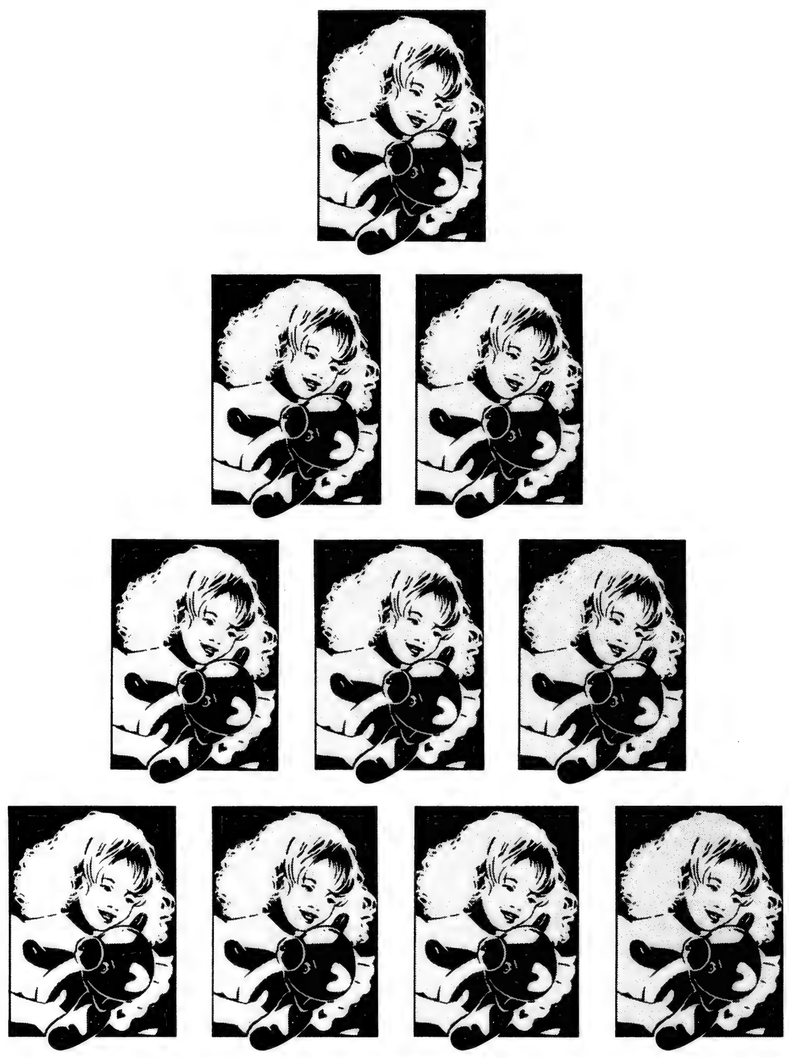
Shop Early

Get a head start on the season's shopping with our special guide

With our indexed holiday gift guide, you'll be able to plan out your shopping before you even leave the house. Watch for it November 30.

the Journal

'Tis the season to give



Help make a child's wishes come true

Just donate any gift for a boy or girl and we'll deliver it

the Santa *Fund*

We need your help this holiday season

Toys will be collected at all area Freder's grocery stores

It's A Christmas Dream Come True

It's Christmas on Ice Starring Santa Claus

December 13 and 14 at 7 p.m. each night. Admission is free.
• Free popcorn and drinks

The Pekin Civic Center

CORSELL'S

Wrap up all your holiday shopping in just one trip

20% off all previously reduced green tag items now through December 28.

Save on classic gifts:
glove & scarf sets, wallets, ties, slippers, and more.

H·O·L·I·D·A·Y Classics

"Holiday Classics" Dec. 90 PMS

Gifts under $10.00

Fill your bag with goodies!
- Perfumes
- Hats & Scarves
- Wallet Sets

Vidmer Variety
In Orchard Mall

1¢ Frame Sale

Buy one, and get the next for just 1¢

Keep your Christmas memories alive all year long. Decorative frames protect your photos and mementos and add a decorative touch to any room in your home.

Frames & More College Mall

HOLIDAY Savings

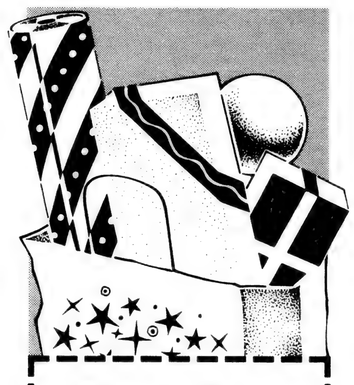
Fashionable finery for the family doesn't have to cost you a bundle

30% off all famous-name winter fashions for the whole family

• Gianni Dresses • Little Princess Separates • Drummer Boy Sweaters • Ferrer Coats • Arnano Suits • Much More

Fashions Outlet

In Lackland Plaza • Open daily 11 to 8 • Sale ends Dec. 31



DON'T SHOP 'TIL YOU DROP!

Take a break from the holiday hassles

$5.95

For our super lunch buffet

Includes drinks and unlimited trips to the buffet.

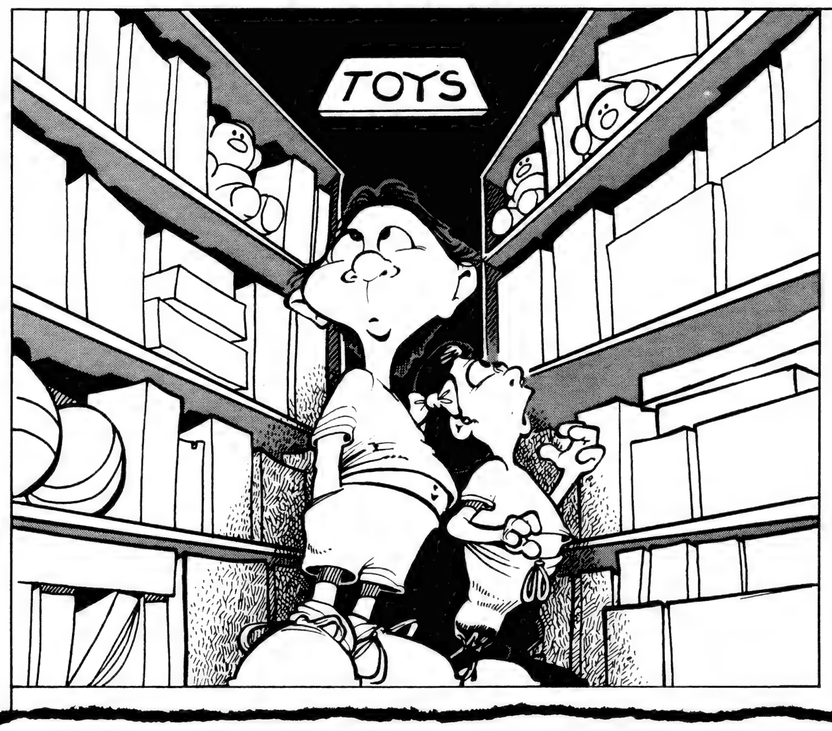
COUNTRY KITCHEN RESTAURANT

101 Main • Open 9 to 11

The Kalamazoo Herald

Thursday, November 14, 1991 | Volume 26 | Section C

The Living Section



What's HOT for Christmas '91

From Wonder Wizards to MegaBytes to Kidz Video – kids are crazy for hi-tech toys

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Give your child A Letter From Santa

Personal greetings from old St. Nick!

"Santa" will personally answer your child's letter for $5.00 or send a copy of the North Pole Newsletter for just $3.00.

Mail letter to:
P.O. Box 1174
Wain, WA 97767

The Daily Star

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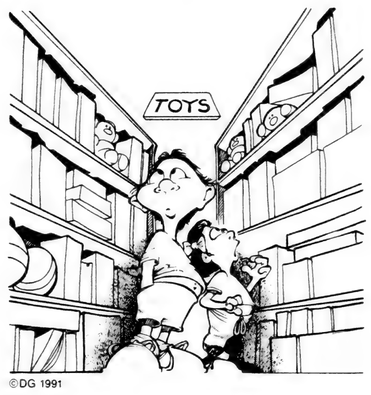

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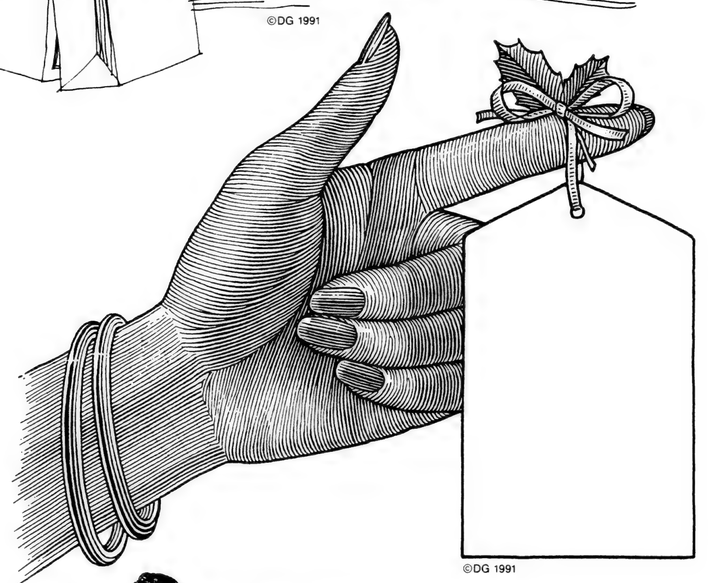
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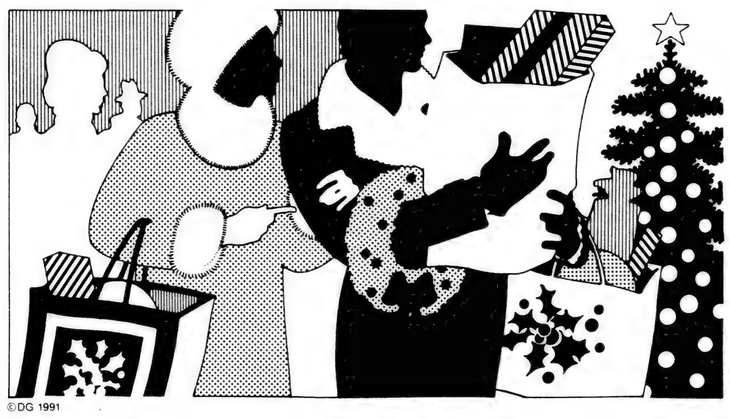
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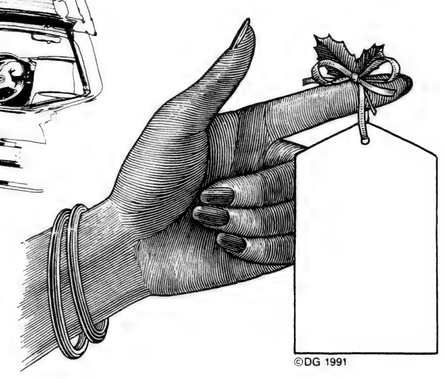
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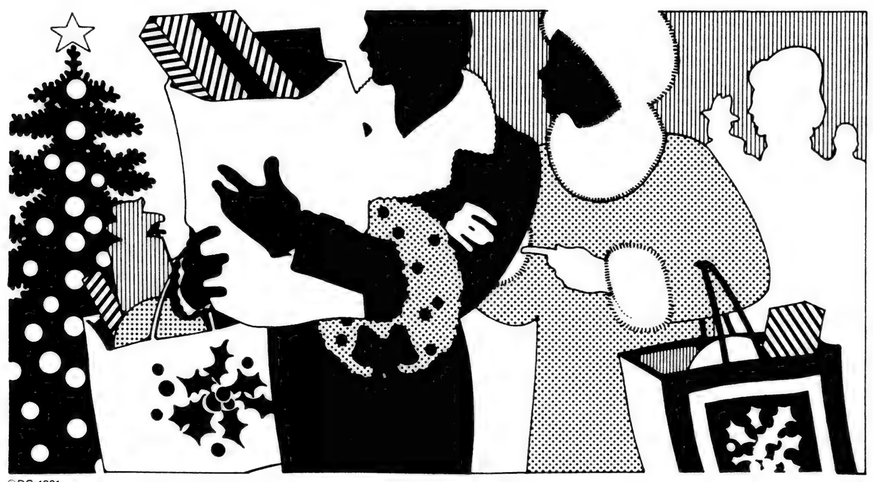
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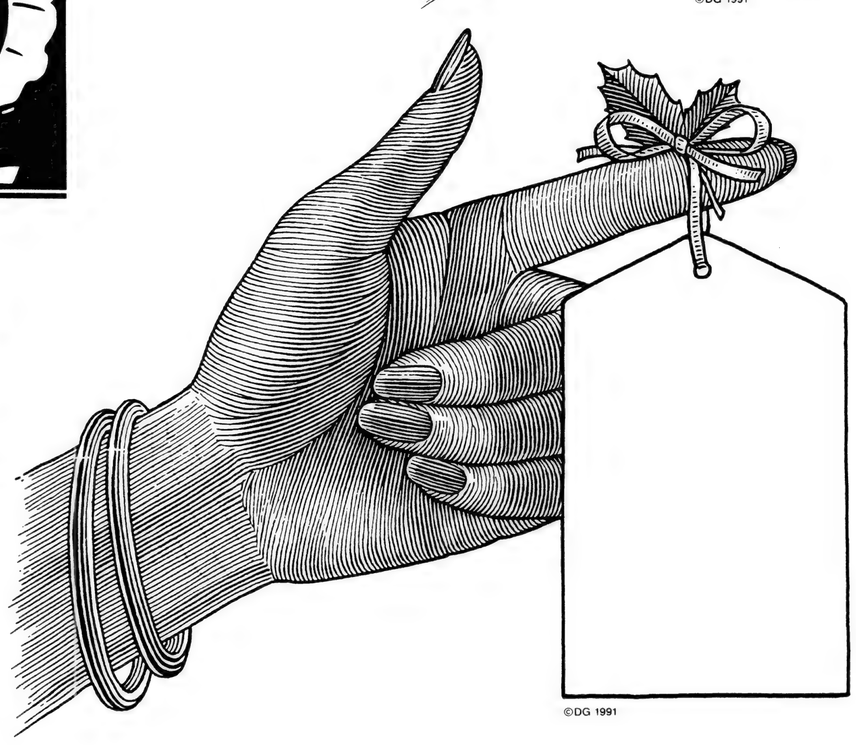
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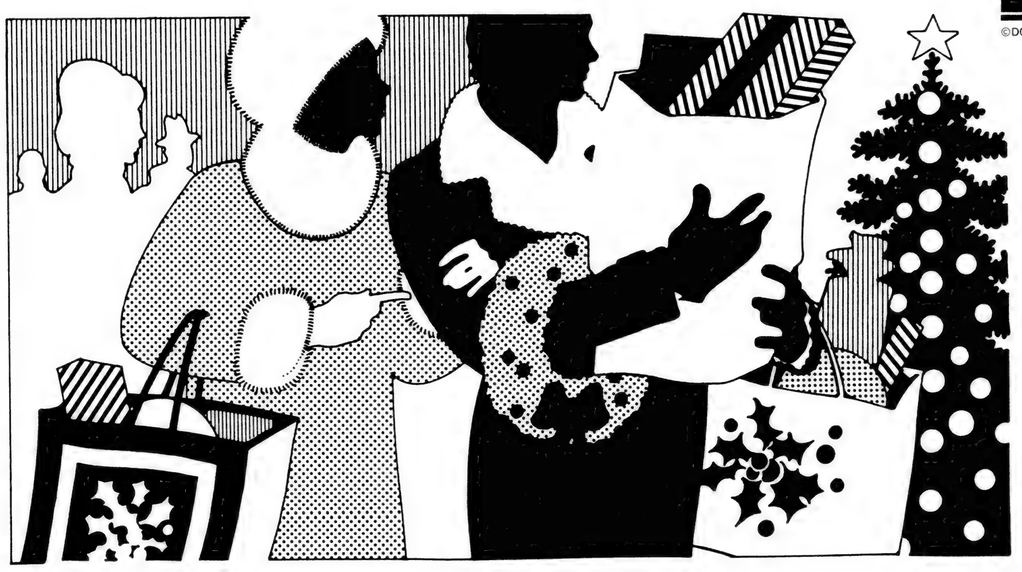
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HOPE

for the holidays

This season is a time for joy, but many area families won't be having very happy holidays this year.
Help us brighten up the holidays of needy families in our area. Food donations accepted at all Johnson's stores. Or call 555-8449 to make a cash donation, or volunteer.

Food Source

Sundays are **Senior Days**

Enjoy those good old-fashioned Sunday dinner favorites for only **$7.99**

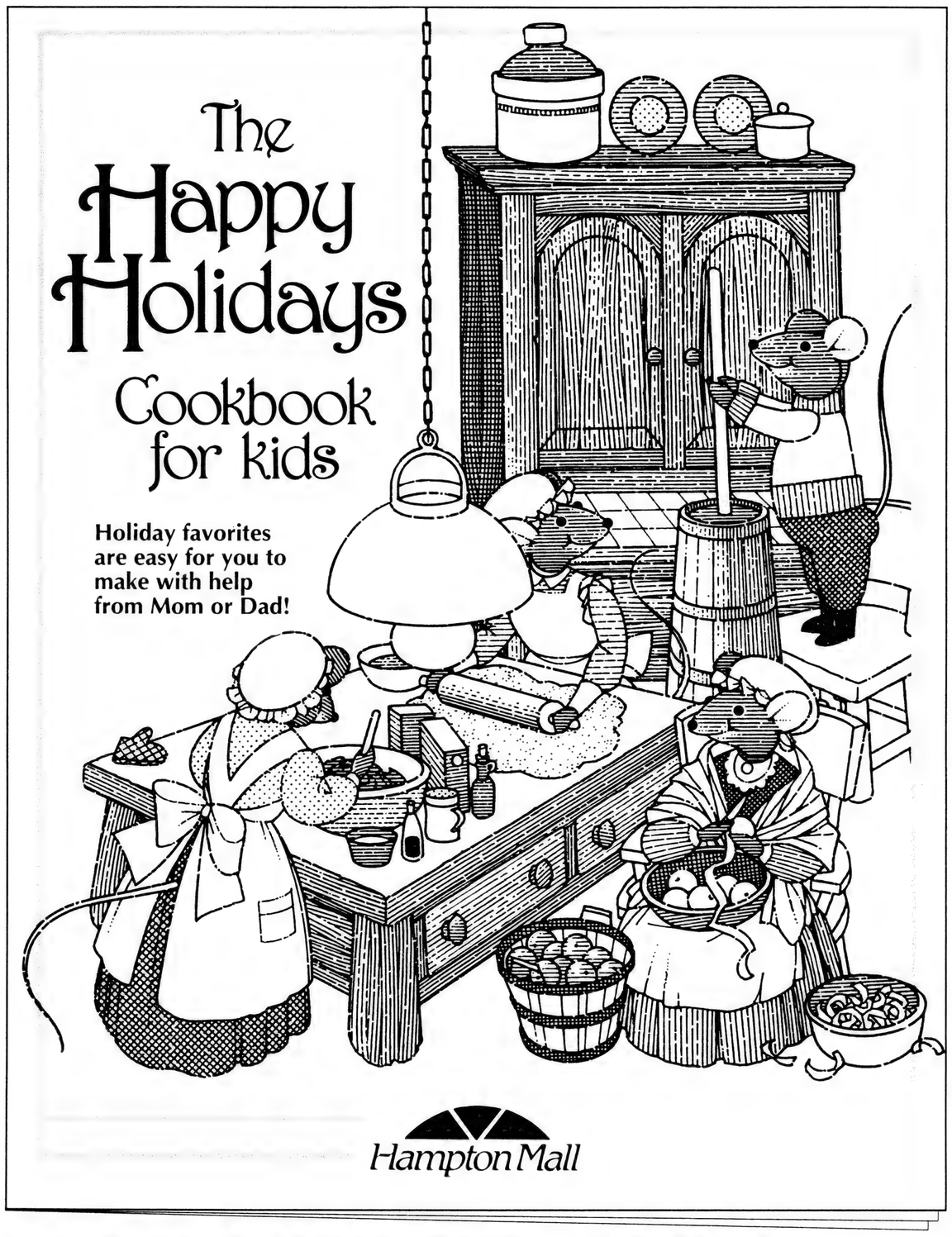
Includes unlimited buffet trips and beverages. Offer good only from 4 to 7 p.m. for those 65 and over.

Country Buffet
1616 Serena Blvd.
555-9331

WIN A HOLIDAY GETAWAY

Decorate a palm tree this Christmas. Register today to win a romantic trip for two to Hawaii.

Jacoby
Credit Union
Candlewick Mall



The Happy Holidays Cookbook for kids

Holiday favorites are easy for you to make with help from Mom or Dad!

Hampton Mall

CLIP 'N' COOK

Coupons & recipes for our valued customers

martin's

Time is on your side

Skip the holiday shopping rush.

Take advantage of our special holiday hours: Mon.-Fri. 10 to 10, Sun. 12 to 6

Bergan Sax
1285 Stevens Dr.

At your service

Holiday time, party time, any time

For anything from small parties to extravagant affairs, our newly remodeled banquet rooms are always at your service.

Regis Hotel
101 Throckton Ln.
For reservations please call 555-6767

FOR A SWEET DEAL...

What could be sweeter than getting your first month's rent free? Call 555-4331 for more details.

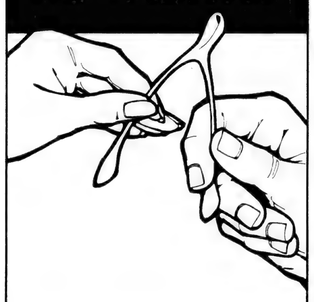
Fontaine
APARTMENTS
Adams St. and Gray Ln.

TAKE A DIP...

In one of our three large, private pools. Take the plunge and call 555-4331 today.

Fontaine
APARTMENTS
Adams St. and Gray Ln.

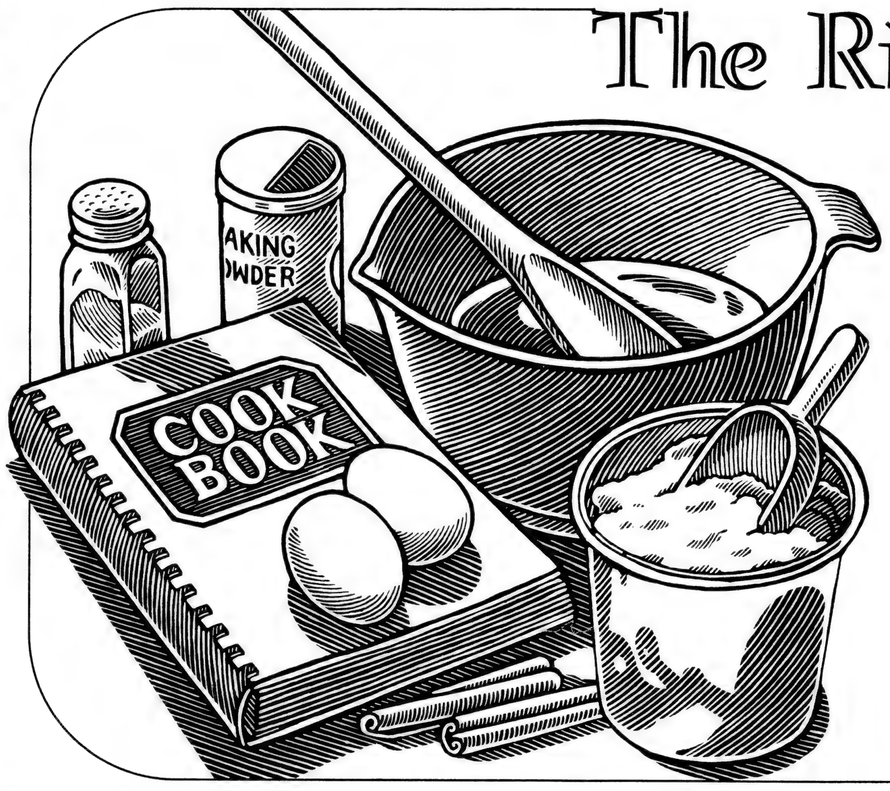
MAKE A WISH...



If you wish you lived in a large apartment in a great complex, we can make your wish come true. Call 555-4331 today to view a model unit.

Fontaine
APARTMENTS
Adams St. and Gray Ln.

The Right Mix



Blend together 30 great stores, and what do you get?

The best shopping in town! Stop in and enjoy all the appetizing selections for the holidays. You're sure to find something to your taste.

LINCOLN PLAZA
709 Fullerton Rd.
Open daily 9 to 9

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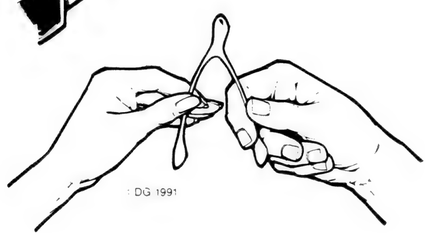
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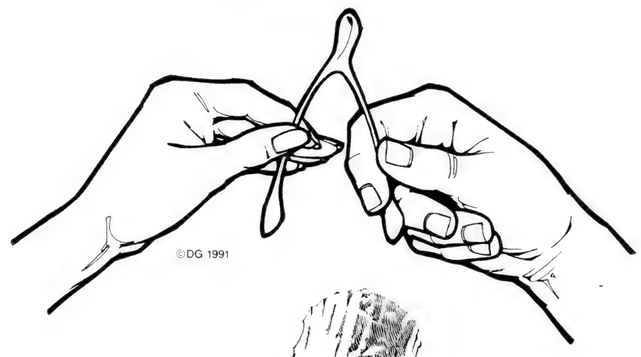
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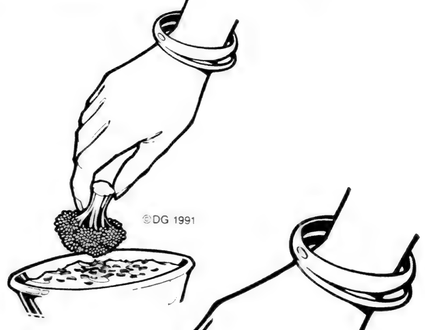
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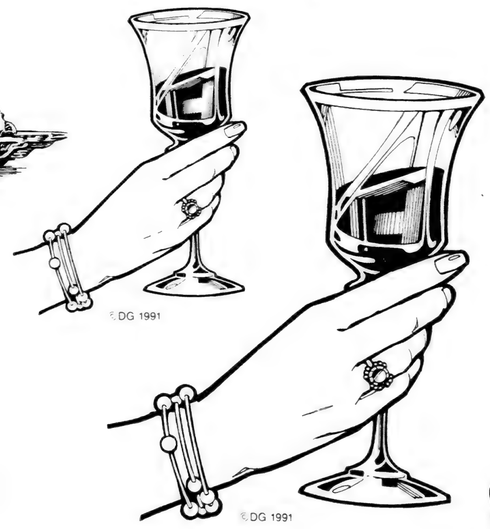
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COOK
BOOK
MOLAS
GING
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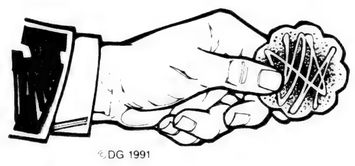
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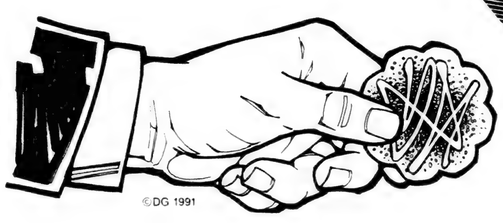
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AKING
OWDER
COOK
BOOK
MOLAS
GING
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Gift HEADQUARTERS

Shelves are overflowing with quality merchandise this season
Pick out gifts from home furnishings, clothing departments, or electronics. Something to please everyone's taste.

Get your free Christmas present with a purchase of $50 or more
Bring your sales receipt to the service desk and choose from an umbrella, tote bag, or pen and pencil set.

Bergan Sax
Hawthorne Square Mall

The gifts you love to give

Christmastime is simply sparkling with the gift of fine jewelry. Make this holiday shine.

- ✦ Watches
- ✦ Necklaces
- ✦ Wedding Bands
- ✦ Engagement Rings
- ✦ Golden Earrings

BARROT JEWELERS
Family Owned
PH. 555-8658
133 Crestline Dr.

All the trimmings

Brighten up your holidays with festive accessories and decorations. Items for your wardrobe and your home.

Candles • Christmas Stockings • Stuffed Animals • Holiday Sweaters • Wrapping Paper • Festive Buttons • Candy Canes Nativity Scenes • and more 25% off

Winter savings week
prices run November 24th
until December 1st.

bonwitt's
Lakeland Valley Mall

We're having an Old-Fashioned Christmas

Luscious cakes and cookies like grandma used to make

Decorated Christmas **Cookies** $3.99

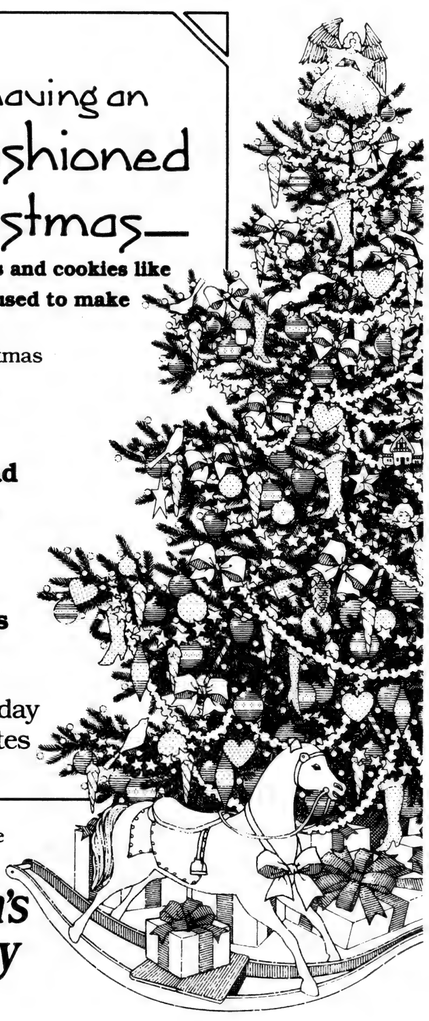
Gingerbread Cookies $4.79 dozen specially iced

Fruitcakes $3.49 per lb.

Purchase Holiday Gift Certificates

429 Brandywine Avenue
Hinsdale • 555-8303

Thompson's Bakery



Suite Holidays

Visit our winter wonderland weekend with a magnificent view of the Giller Mountains.

We offer luxury and activity with deluxe accommodations.

$55.00 per person

Rent snowmobiles, skis, or just relax. Every suite includes a fireplace, spa bath, and stocked bar.

Telephone 555-8764
152 Hill St., Giller, CO

The Kenmare Hotel

$ **2 Free Tokens** $
When you buy a five dollar bag of tokens
$ **THE GAME ROOM** $

LIN

Coupon book uses *eye*-catching *PMS* art for discounts on items in the stores.

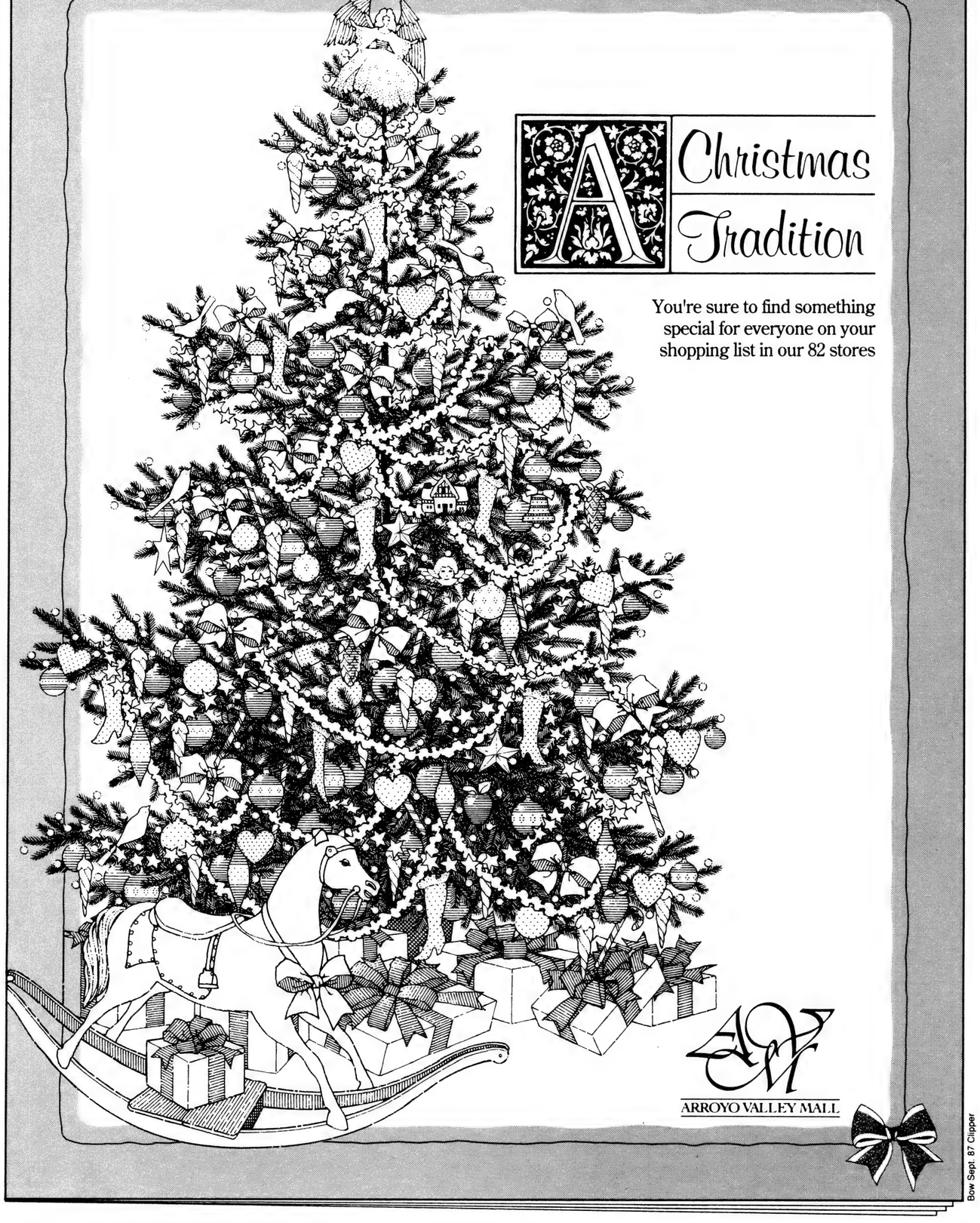
Holiday Delights Coupon Book

LINCOLN PLAZA

Our gift to you

Free legal envelopes
Order 100 letterheads and get 50 envelopes
This coupon expires 11/30/91

c&m printing
3250 North Lancaster Parkway



A Christmas Tradition

You're sure to find something special for everyone on your shopping list in our 82 stores

ARROYO VALLEY MALL

Bow Sept. 87 Clipper

Wishing you and yours a happy and safe holiday

This time of year reminds us to say thank you to our clients. Your business is important to us and our concern every day. Remember, our staff will gladly help you in any way possible.

MORRIS BANK
152 South Washington Street
555-9670 • M-F 9-9 • S 12-3

Hear the Sounds of the Season

Yule want to tune in for your Christmas favorites this month.

Get in the spirit with 48 hours of seasonal hits on Christmas Eve and Christmas Day.

WXRC fm radio 107

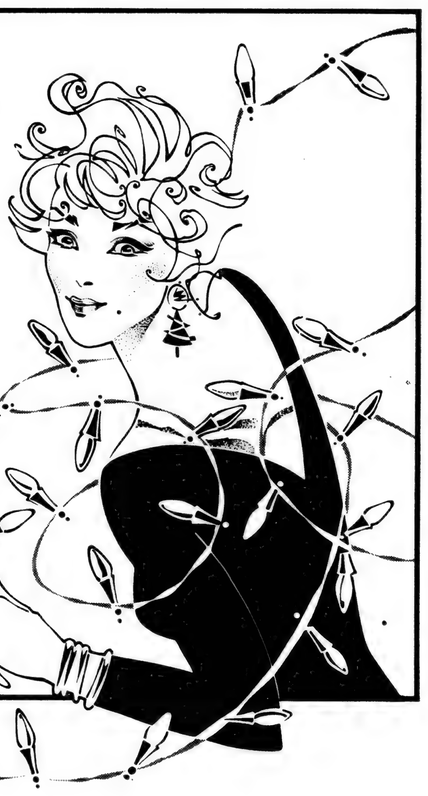
Catch our Christmas Spirit!

Kids, sit on Santa's lap and tell him your Christmas dreams and wishes this year.

See Frosty, Rudolph, and worker elves come to life in our sparkling and bright animated window scenes everyone enjoys.

Free gift wrapping offered! Scissors, wrapping paper, name tags, bows, tape, and lots of your precious time...forget the hassle.

Holiday hours are
Mon.-Fri. 9-9 • Sat. 10-6



CORSELL'S
412 S. Helvetica Avenue • Phone 555-4434

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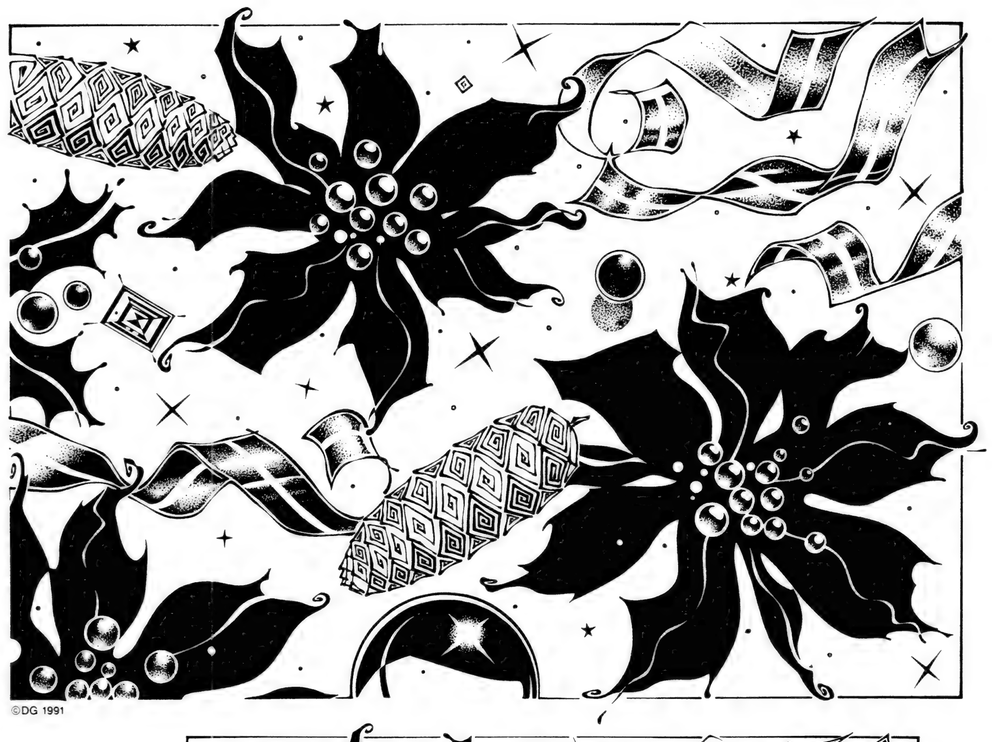
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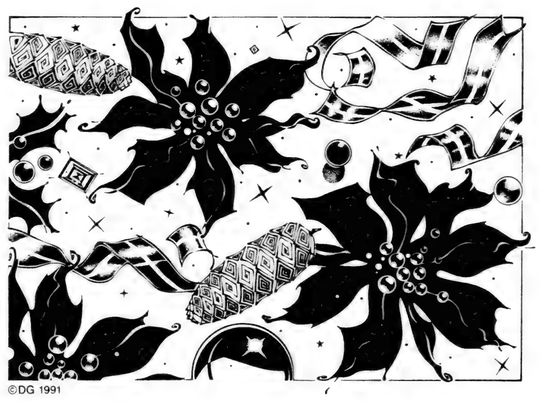
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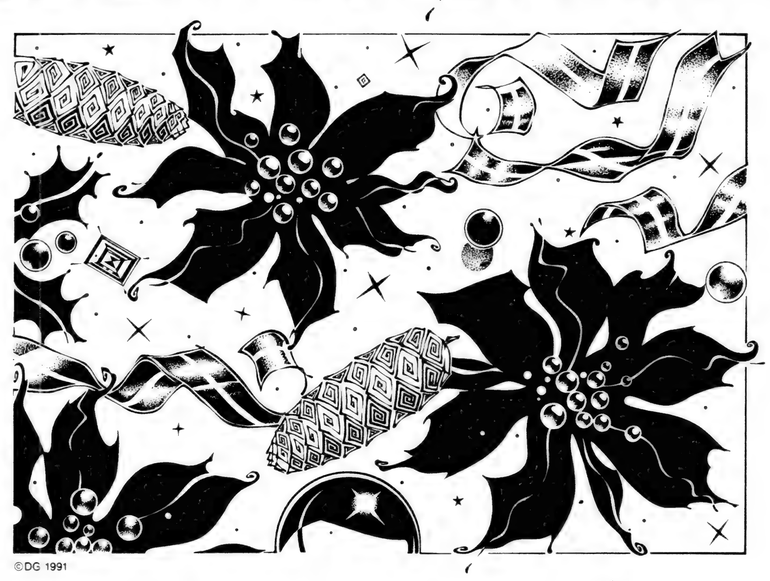
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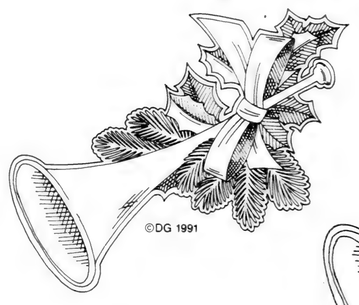
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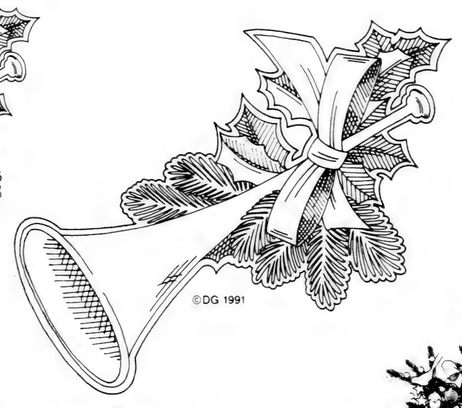
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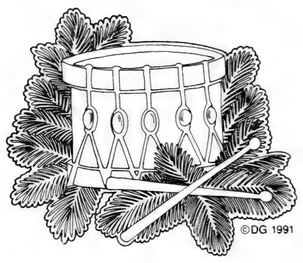
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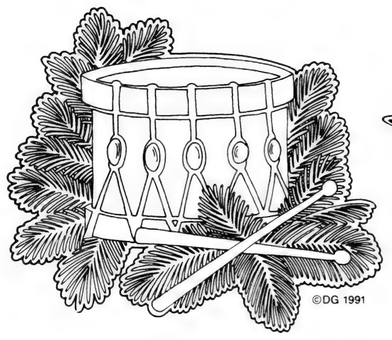
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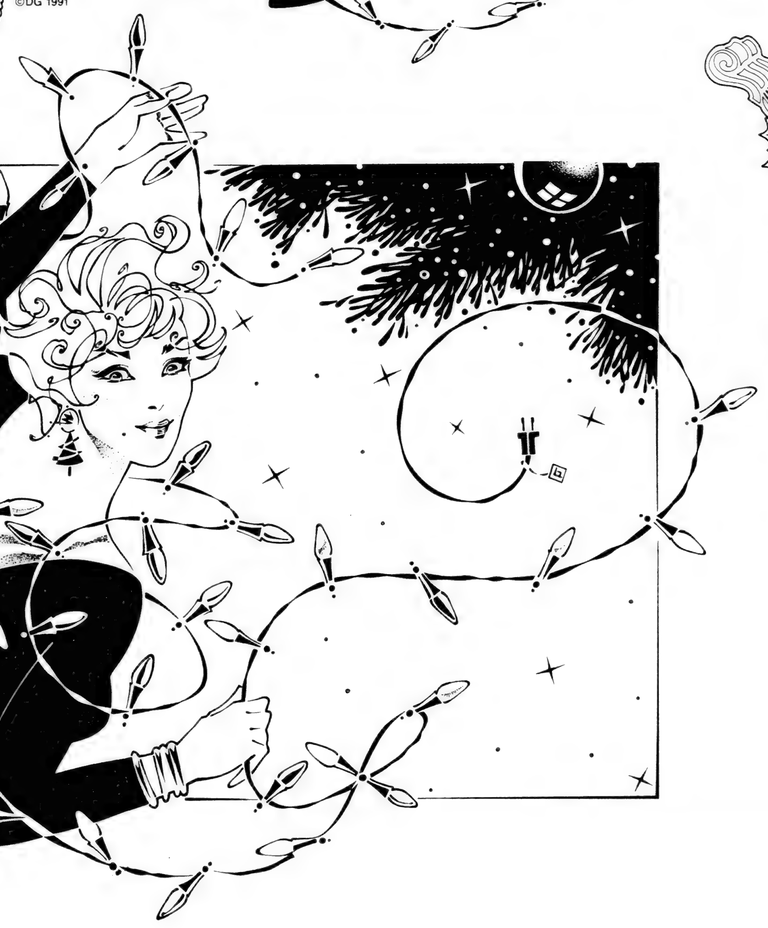
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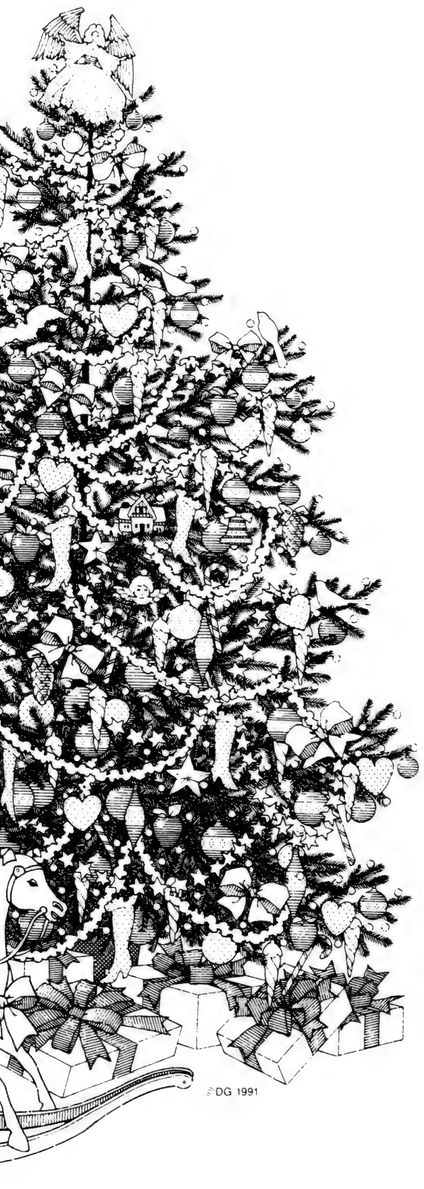
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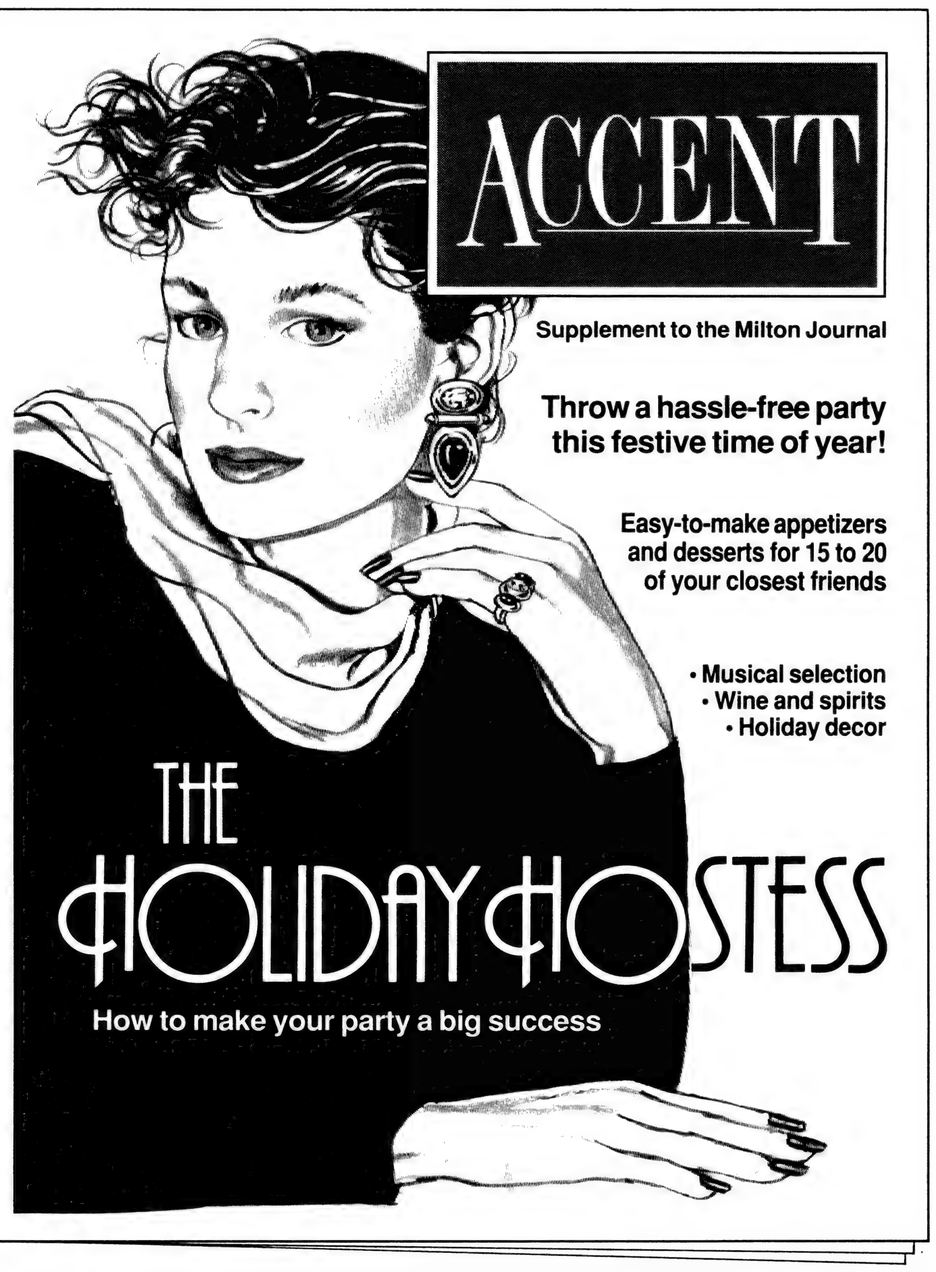

ACCENT

Supplement to the Milton Journal

Throw a hassle-free party this festive time of year!

Easy-to-make appetizers and desserts for 15 to 20 of your closest friends

- Musical selection
- Wine and spirits
- Holiday decor

THE HOLIDAY HOSTESS

How to make your party a big success

Gerri makeup beautifies and protects skin!

The new cosmetic line has arrived. Come in for your free makeover and consultation on all Gerri products, now through Nov. 24.

THE BEAUTY WORKS

Fox Run Mall

"Holidays" Dec. 87 PMS

HOME FOR THE *Holidays*

Stay cozy this season in clothes from our 1991 women's casual collection

Lounge around your home in quality and comfortable name brand clothing. Find a great Christmas gift or buy something for yourself at this year-end winter sale. Robes, pajamas, gowns, and more.

SAVE 10 to 30%

on green tagged merchandise from November 22 through 24!

Complimentary gift wrapping with a purchase of $30 or more

Clare's Boutique

754 Pike St. • 555-9076

Piece of lettering enlarged to draw attention to fashion page

Jewelry removed from woman in upper left and lower right

Your Season to Shine

Tree Nov. 90 PMS

Headline Oct. 90 PMS

Ready for COLD WEATHER?

Chic new designs for your wardrobe this winter season

Check out the winter clothing lines in stock. Styles by a number of fabulous designers.

- Melba Herrings
- Barrington Nels
- Gloria Fionelli
- Westminster
- Hampton's

Bonwitt's

M-F 9-8 S 11-5 • Oak View Mall

"The Wonder Of Christmas" Decorative Headings & Alphabets Vol. 3

The Wonder Of Christmas

Memories can last a lifetime

Capture the joy of Christmas on Karrizucki film.

25% off Karrizucki film and flash.

Ace CAMERA

452 Gable Rd.

"Simply Sensational" Decorative Headings & Alphabets Vol. 4

Simply Sensational

Surprise the special woman in your life with an elegant gift

She will look stunning in a modern V-cut design from Tavarrichi or perhaps you'd like something lacy and more traditional from Windsor Kraus.

Now 99.99 to 254.99

Reg. 149.99 to 499.99. Save 20 to 60% off the original cost.

Baer Marsh & Co.

245 E. Maple Ave. • 555-5315

GOOD NEWS

FOR PEOPLE ON THE GO...

Let us wrap and mail it!

Send gifts the fast and easy way. Located in the Harp's Card Shoppe.

PACK 'N' GO

Headline Decorative Headings & Alphabets Vol. 4

Holly Nov. 90 PMS

GIFTS FOR HIM AND HER

Show how much your love means this season with a gift from the heart

Put a glimmer in his or her eye at Christmas with exquisite custom designed jewelry. Select a dazzling piece of jewelry for the one you love.

- Fine Timepieces • Earrings • Necklaces
- Rings • Pendants • Bracelets
- Wedding Bands • Assorted Charms

BARROT JEWELERS

555-8743 • 4312 E. Kennedy Avenue

"Sugar and Spice" Decorative Headings & Alphabets Vol. 2

Sugar and Spice

And everything's nice for children ages two to eight!

Dress your little one in these adorable holiday clothes. Check out our variety of boys and girls fashions.

Children's Corner

1112 North Koppel Drive

Marshall's

we're hiring for the holidays

Join our team of worker elves this Christmas. Apply for a part-time or full-time position over the holiday season. For information on current openings call **555-6356.**

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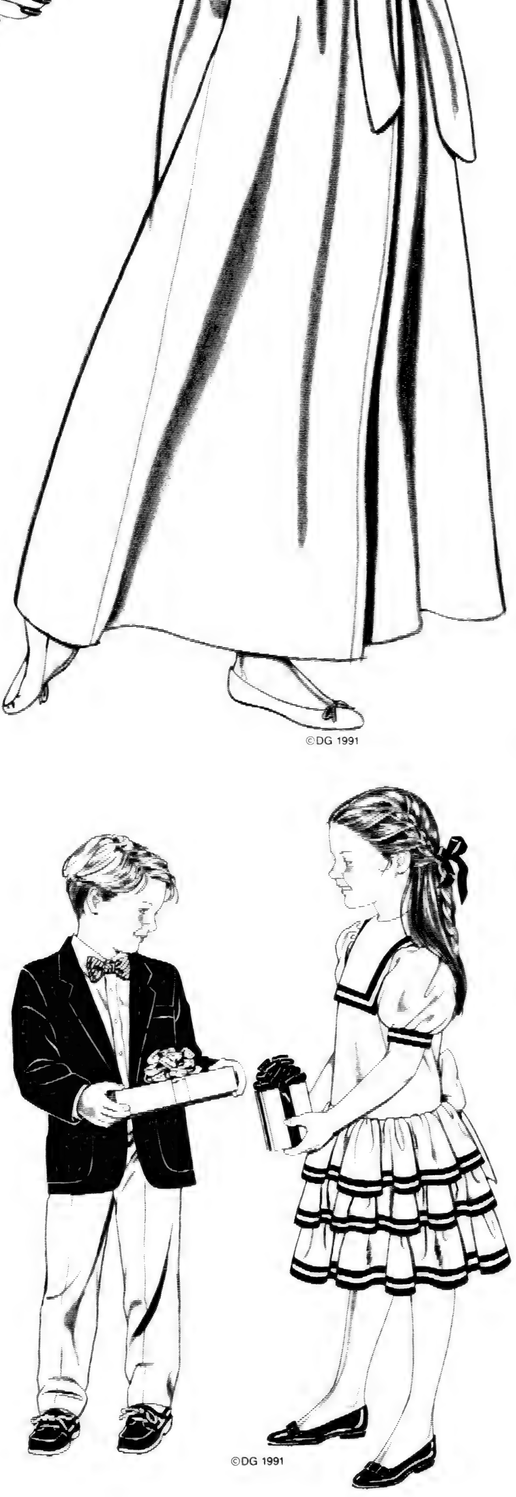
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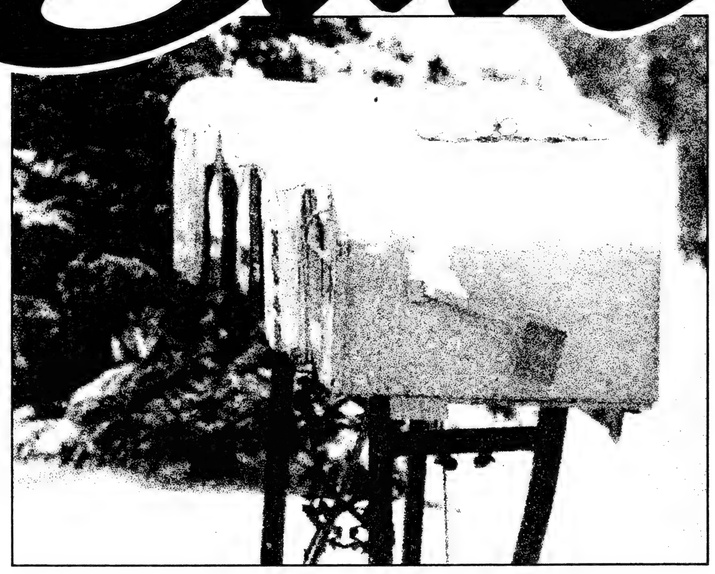
Winter Sale



Warm up to our super sale prices on our winter fashions for teens, tots, and even mom and dad!

Now through November 30th you can save up to 35% on any of our fabulous fashions tagged with a green dot. Sale includes all winter coats and even snuggly scarves, gloves, and hats for outdoor family fun. But hurry...or you'll be left out in the cold!

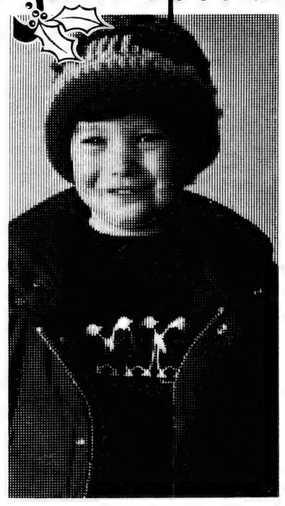
Pennington's

341 Adams St. • Lakewood Shopping Center • Open daily 10 to 7

"Winter Sale" Jan. 87 PMS Snowflakes Dec. 89 PMS

Headline Nov 90 PMS

Santa Special



Save up to 30% on winter wear

Stop in for super savings on everything Santa needs for the good little girls and boys on his list. Sale ends Dec. 14. Don't miss out on:

- Vian Sweaters
- Kitty Kasuals
- Tough Jeans
- Boy Toyz
- Little Princess Dresses

Ted Bear
CHILDREN'S WEAR
78 Logan Rd. • 555-4004

WHAT'S **HOT** ON THE **COLD** FRONT

Cool cover-ups to keep you cozy and comfortable in cold weather

Keeping warm doesn't have to mean bundling up like an arctic explorer. Stay warm and save on designer coats through November 23.

SAVE 15 to 25%
on Michelle, Vivre, and Paulo S.

bloomington's
In Haven Mall • Open M - S 10 to 9

Trendy. Totally Terrific.

Feel great, look great in designer fashions.

LAWSON'S
988 S. Fenster

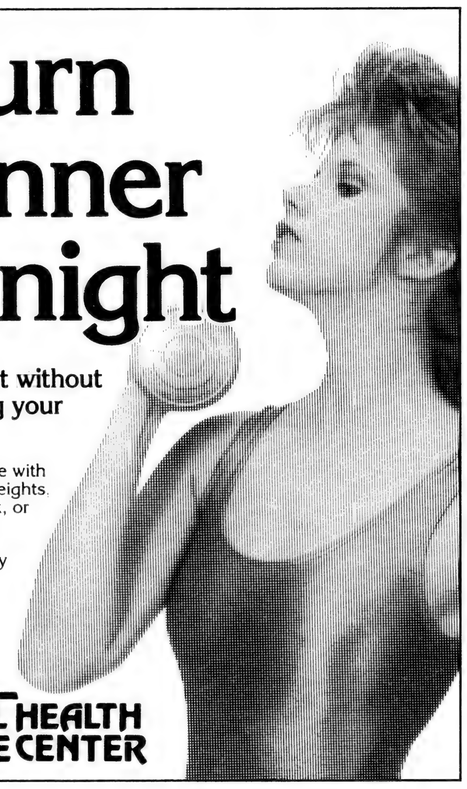
Sentry Drugs

Money-saving coupons to help you beat those winter blues

Warm Ideas for Winter...

45 Wainwright • 555-8331 • Open 24 hours

Burn dinner tonight



Work out without straining your wallet

Get in shape with aerobics, weights on the track, or in our pool.

Join for only $22.00 per month. 555-3434 for info.

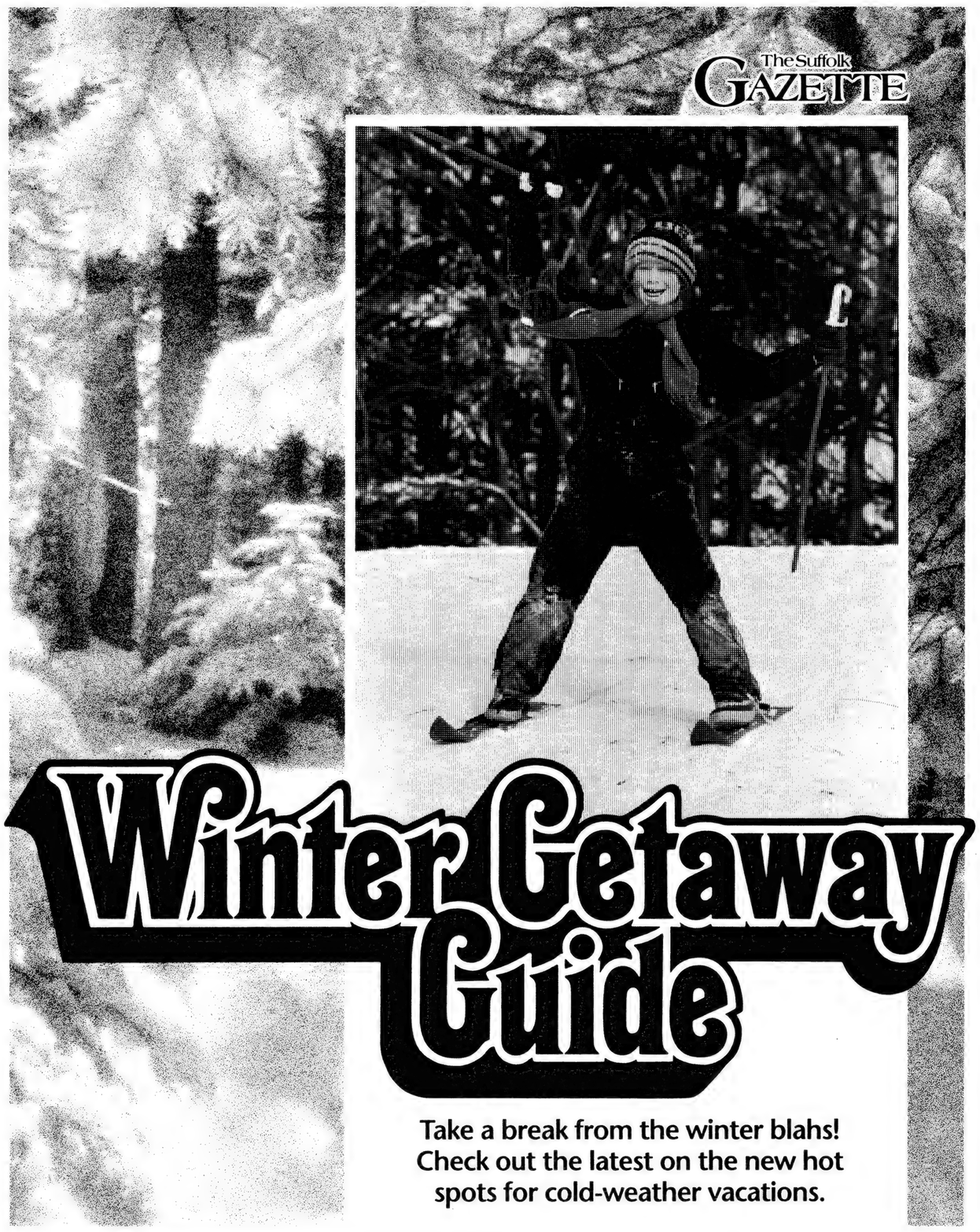
TOTAL HEALTH CARE CENTER

I feel secure knowing my bank understands my special needs.

If you're looking for a bank that fits your needs, stop in and open an account today.
Call 555-8989 for info

First National SAVINGS & TRUST
907 Grove St. • Open M - F 8 to 6

"Winter Getaway Guide" Decorative Headings & Alphabets Vol. 2 Winter landscape photo Sept. 81 Clipper


The Suffolk GAZETTE
Winter Getaway Guide
Take a break from the winter blahs! Check out the latest on the new hot spots for cold-weather vacations.

Same playful winter photo used on call for advertisers piece, below, and tab cover, right, to provide continuity. Area morticed out of winter landscape background photo to provide area for second photo and type on Winter Getaway Guide cover.

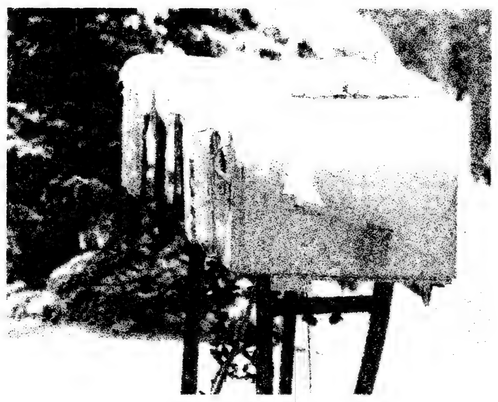
"Winter Getaway Guide" Decorative Headings & Alphabets Vol. 2

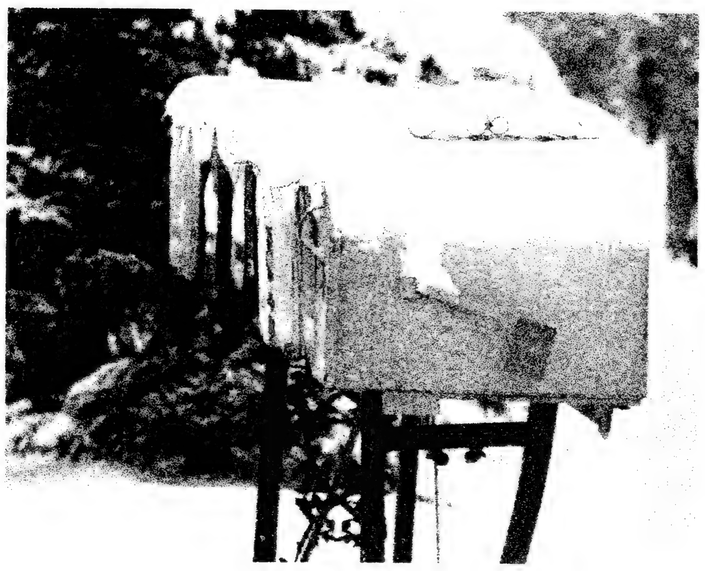
The Suffolk GAZETTE

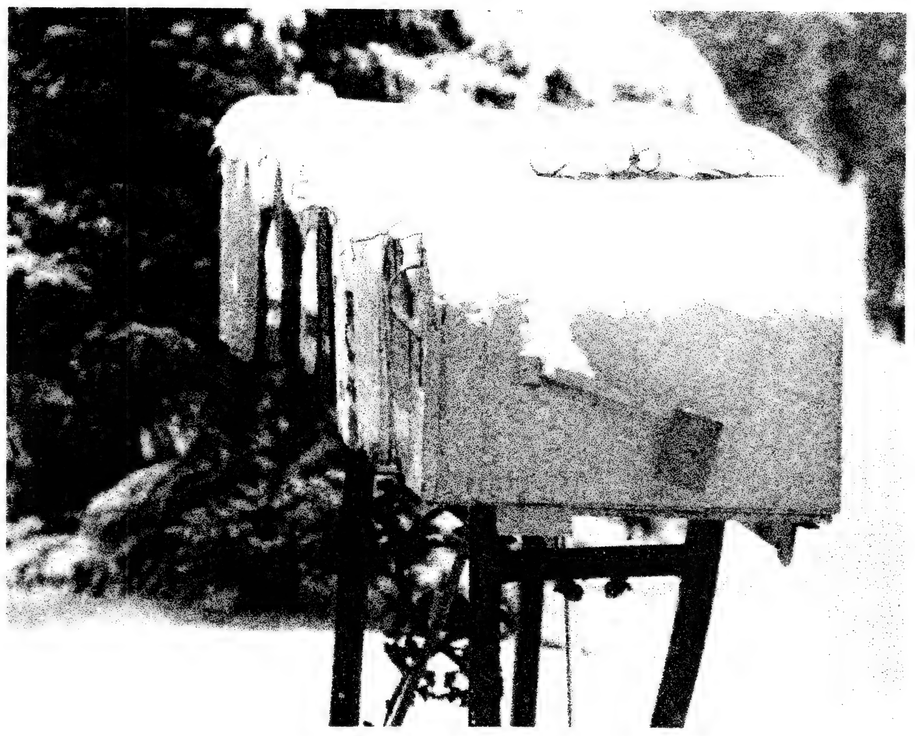
Get ready for the Getaway Guide

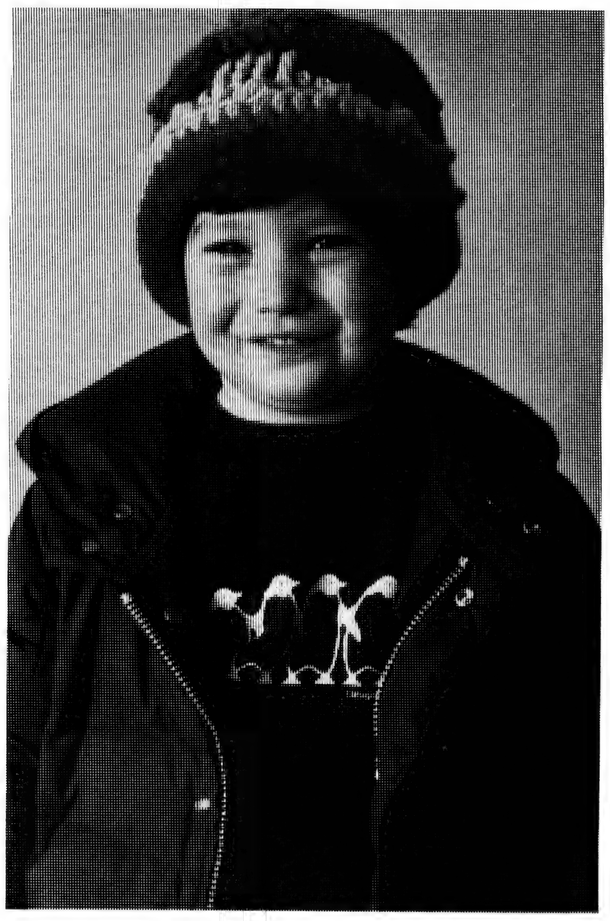
The Gazette's complete guide to winter hot spots prints Nov. 23. Advertiser's deadline is Nov. 19.

Winter Getaway Guide









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SHOOT AS LINE ART.

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"Harvest Celebration Sale!" Nov. 85 PMS

Harvest Celebration Sale!

These buds are for you!
Spread seasonal cheer with an autumn arrangement. Send a fresh or silk centerpiece to a friend, relative, or co-worker.
Fall floral cornucopia $12.95
Harvest holiday arrangement $16.95

Highland Nursery
3452 North Plainsmoore Drive
To place an order, call **555-8733**

"Happy Holidays" Nov. 85 PMS

HAPPY HOLIDAYS

Start your season off right. Get your draperies cleaned and pressed in time for Christmas. Quality cleaning for every drapery fabric, as low as $24.99

On the corner of 1st and Elm
M-F 9-8

Mulvaney's Dry Cleaning

HOMEMADE GIFTS ARE THE GREATEST

Make Christmas presents with your own two hands. Patterns for stuffed animals, dolls, clothes, placemats, wall hangings, and more.

Sew Easy Fabrics
2156 Northmoor Avenue

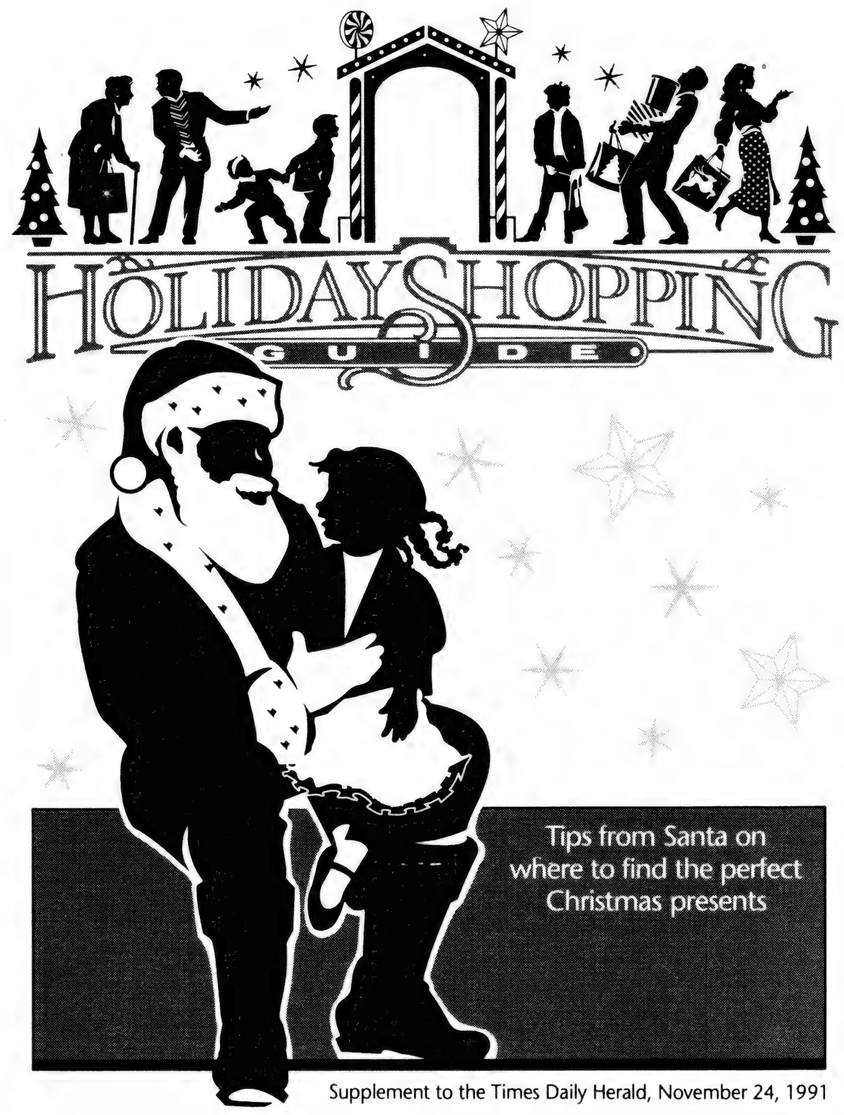
Headline Dec. 81 PMS

Love—
May it touch your holidays. May it live in your heart.

Express season's greetings with a bright, big, and beautiful holiday bouquet. Let colorful flowers convey your best wishes this season.

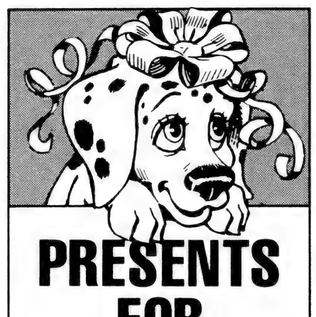
The Blossom Shop
251 South Hunnington Parkway • Phone 555-7782

HOLIDAY SHOPPING GUIDE



Tips from Santa on where to find the perfect Christmas presents

Supplement to the Times Daily Herald, November 24, 1991



Happy Holly Days
are yours when you shop locally
Eastgate Merchants

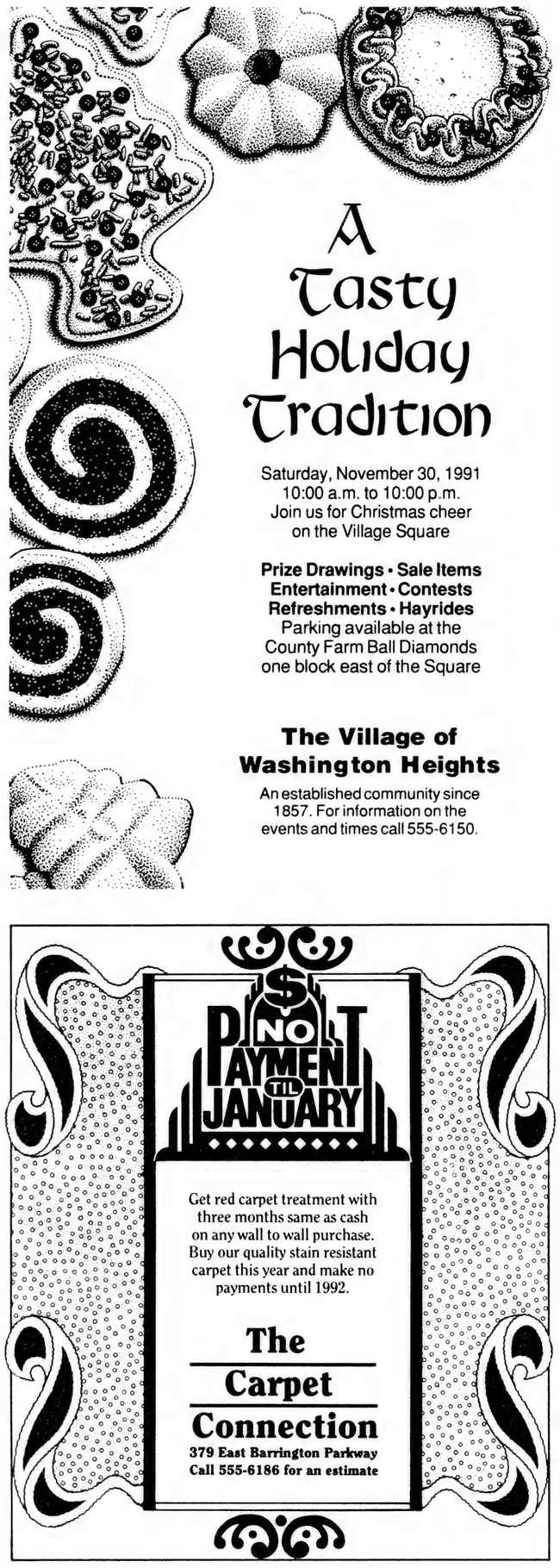
PRESENTS FOR YOUR PETS

No bones about it!
Tail-wagging action guaranteed.

Rawhide Chews	$6.99
Squeaky Toys	$5.99
Catnip Ball	$4.99

And much more!

The Pet Shoppe
2155 North Columbia Street
Mon.-Fri. 9-7 • Sat. 11-5
Something for every pet



A Tasty Holiday Tradition

Saturday, November 30, 1991
10:00 a.m. to 10:00 p.m.
Join us for Christmas cheer on the Village Square

Prize Drawings • Sale Items
Entertainment • Contests
Refreshments • Hayrides
Parking available at the County Farm Ball Diamonds one block east of the Square

The Village of Washington Heights
An established community since 1857. For information on the events and times call 555-6150.

Gifts under $10.00

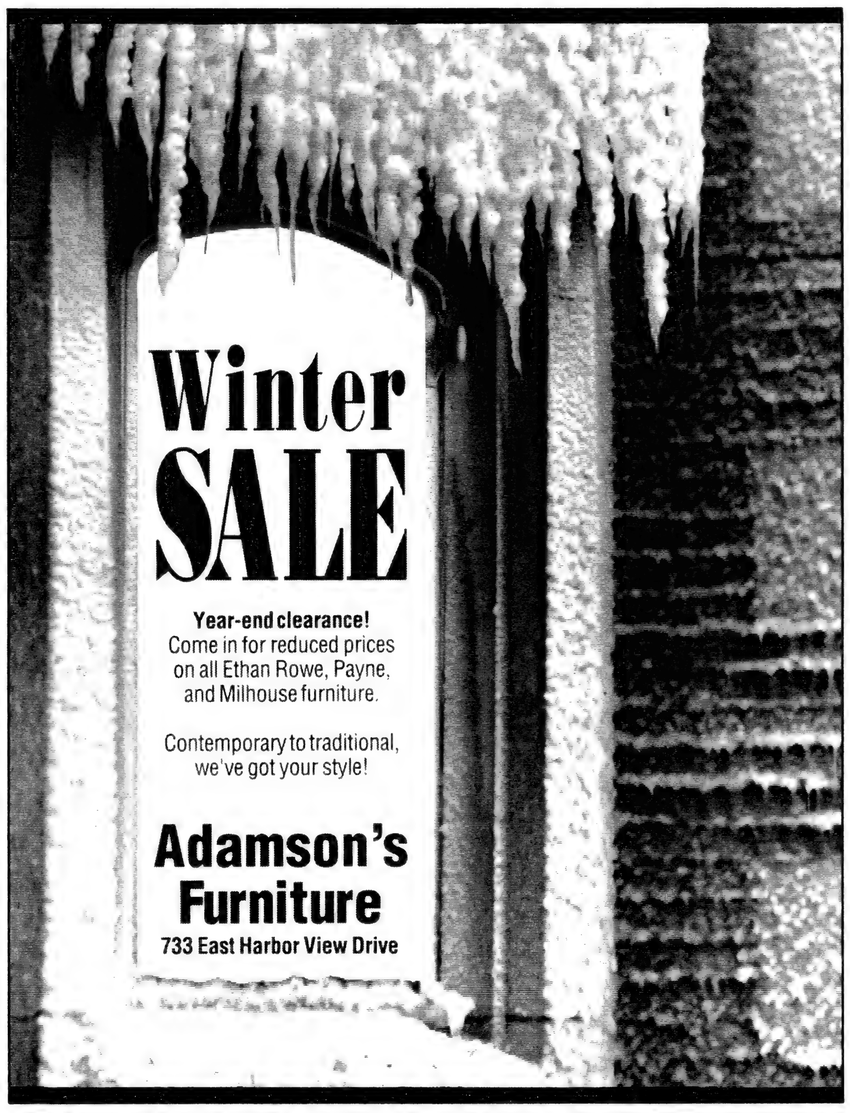
Wooden Toys • Jewelry • Cakes • Dolls
T-shirts • Recipe Books • Birdhouses
Pies • Doll Clothes • And Much More
There are 101 reasons to come to the arts & crafts bazaar. Proceeds from the bazaar go to our Children's Cancer Wing. Buy handmade gifts and know your money is donated to a worthy cause.

St. John's Hospital Auxiliary
HOLIDAY BOUTIQUE
10 a.m. to 6 p.m. • November 16 & 17
The bazaar is in the hospital cafeteria

Thanksgiving Specials

Pick up cocktail or party trays, specialty salads, or ask about our Thanksgiving dishes. Call ahead to place your order.

Cecil's Deli
837 Brecken Dr. • 555-4449



Winter SALE

Year-end clearance!
Come in for reduced prices on all Ethan Rowe, Payne, and Milhouse furniture.

Contemporary to traditional, we've got your style!

Adamson's Furniture
733 East Harbor View Drive

Get red carpet treatment with three months same as cash on any wall to wall purchase. Buy our quality stain resistant carpet this year and make no payments until 1992.

The Carpet Connection
379 East Barrington Parkway
Call 555-6186 for an estimate

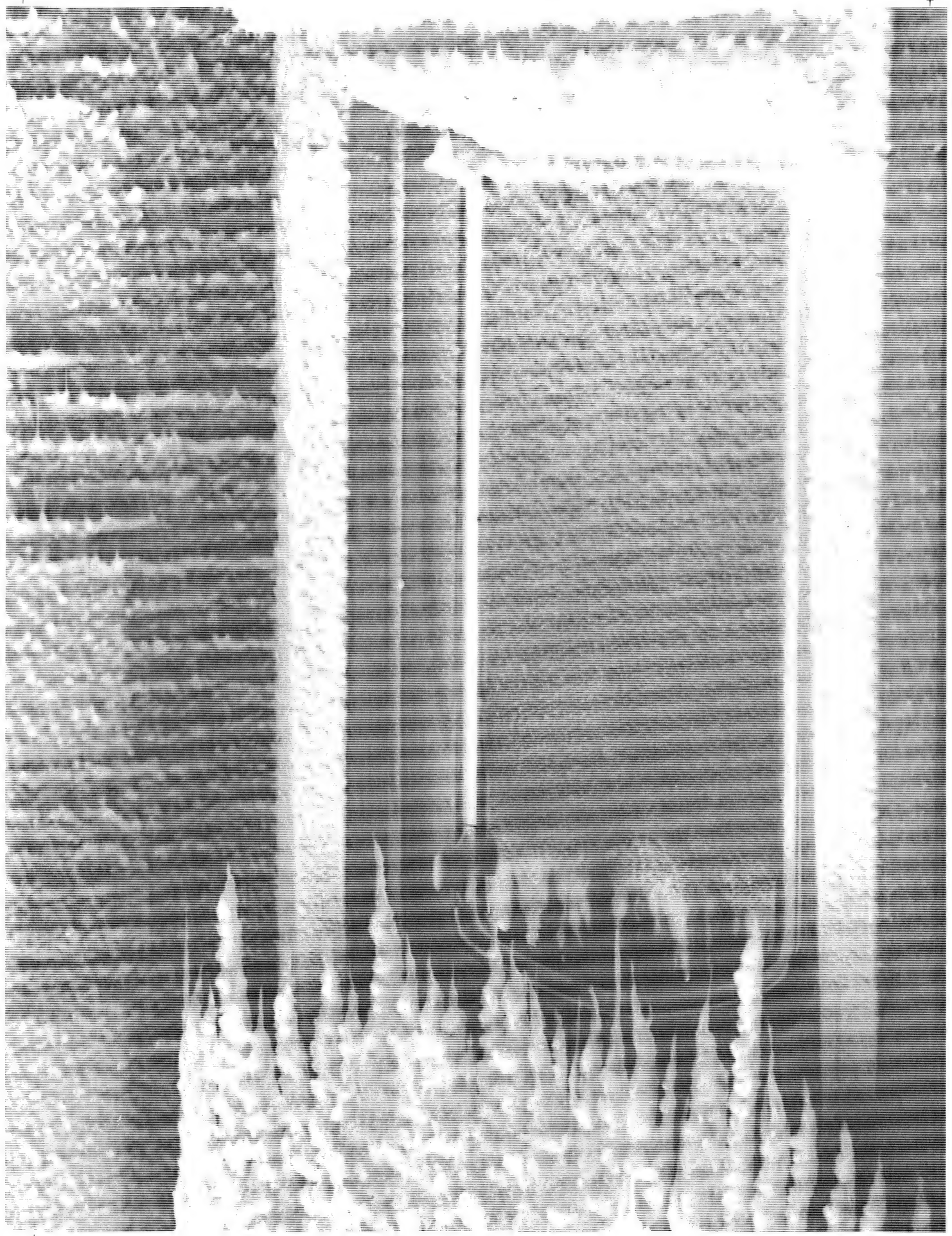
Ready or not, Here It Comes!

Get the jump on holiday crowds this year. Avoid the hassles of long lines at the register, out of stock merchandise, and filled parking lots. Don't wait till the last minute. Our Christmas merchandise is out for your shopping convenience.

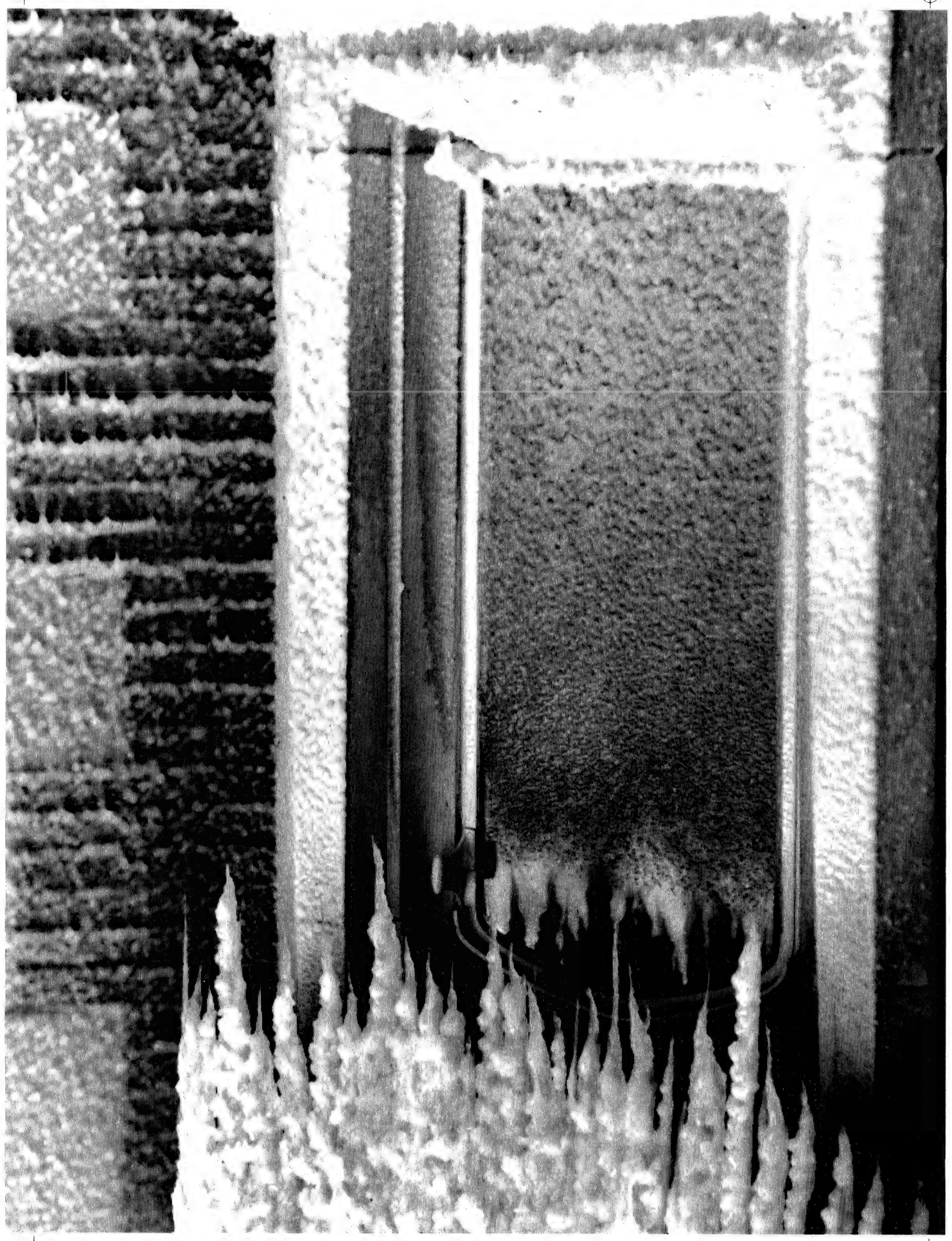
Extended Christmas hours
Open 8 a.m. to 10 p.m. Monday-Friday now until Christmas Eve.

Harmon's
436 West Petersburg Avenue
In Brookwood Shopping Plaza

BLACK PLATE



COLOR PLATE



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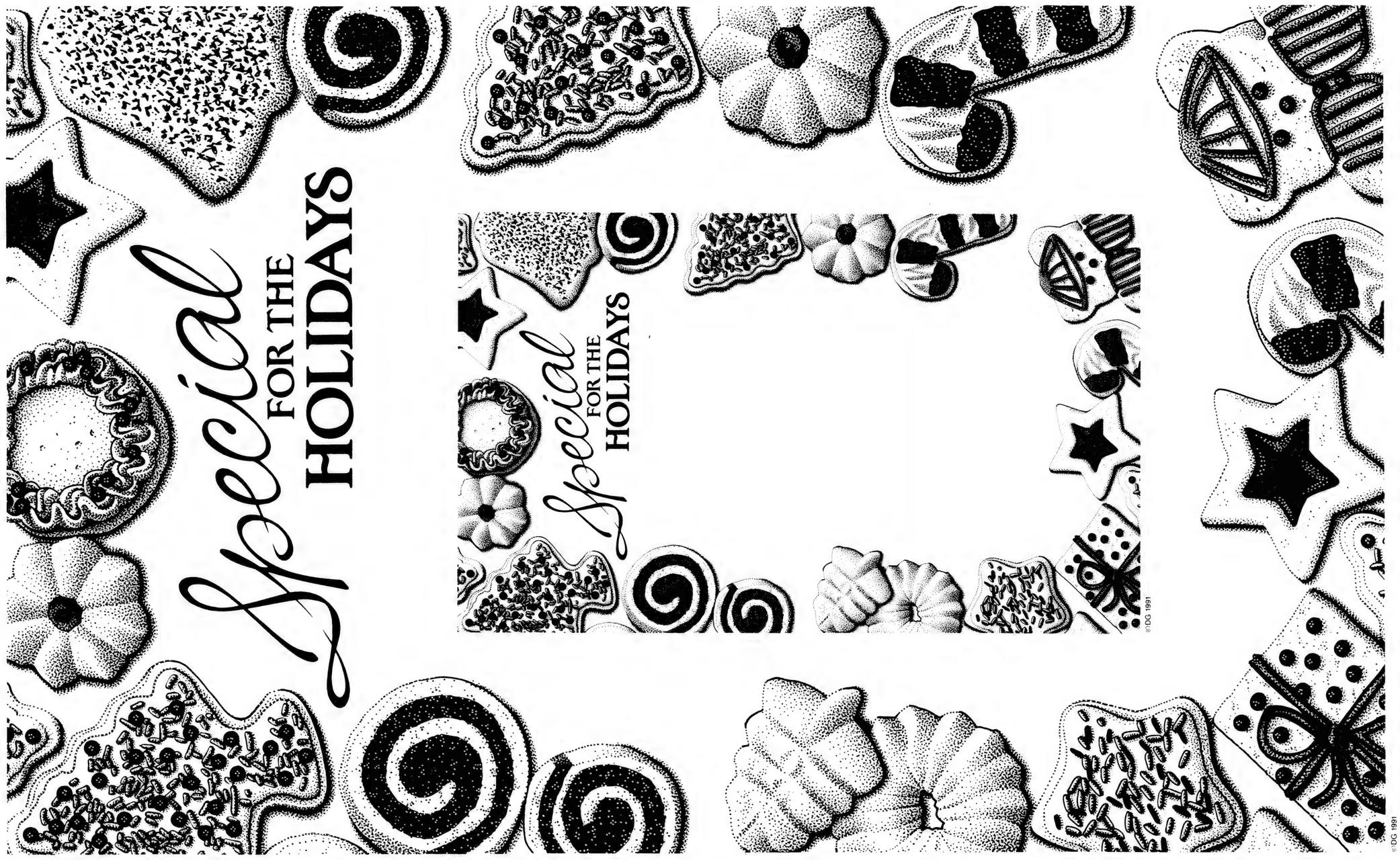
Special
FOR THE
HOLIDAYS



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For "Merry Christmas" Moments

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We're Working Overtime...

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ALL-YOU-CAN-EAT
Thanksgiving
Buffet

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New Arrivals

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Let the
Festivities Begin!

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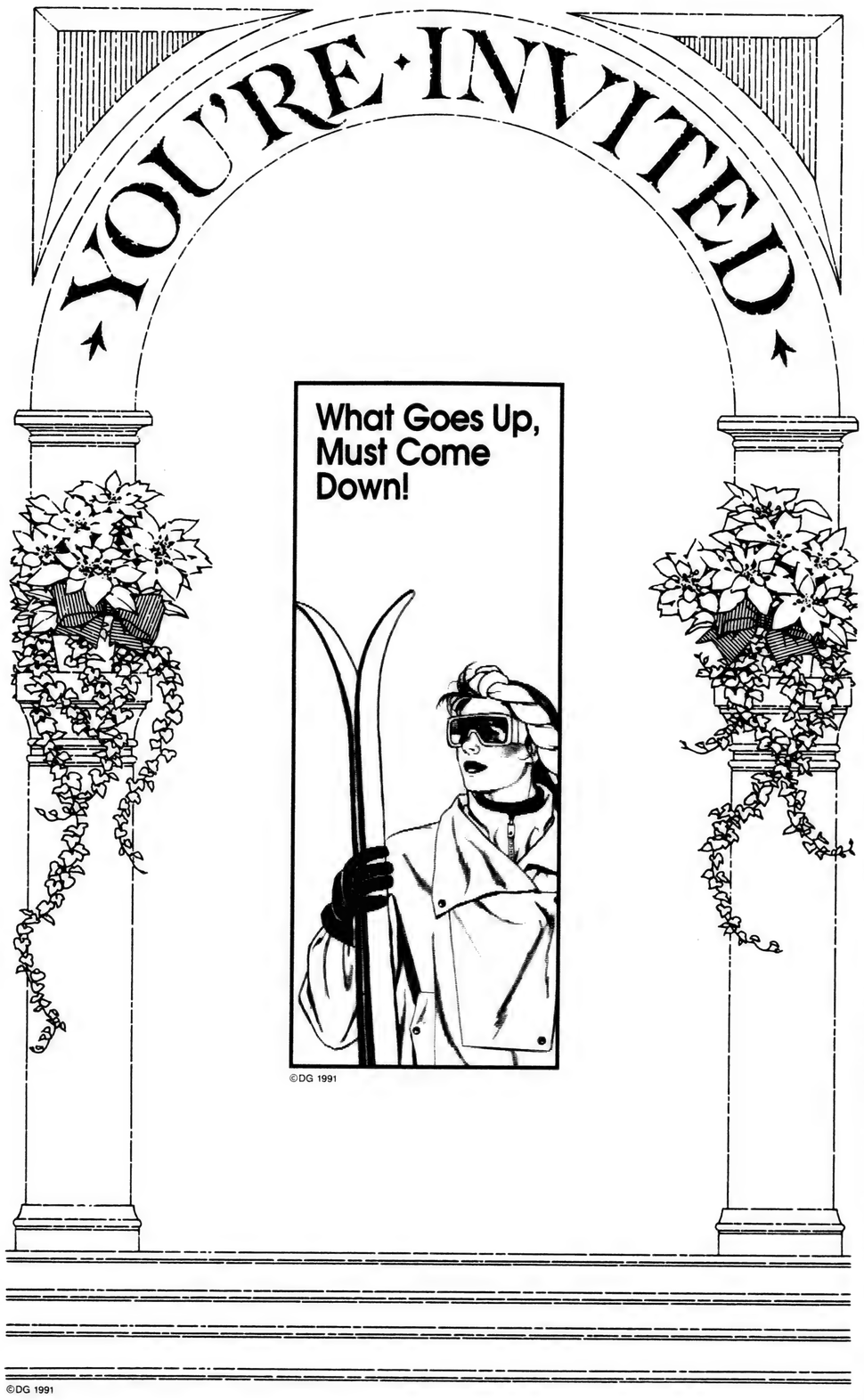
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What Goes Up, Must Come Down!
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Gifts
under
$20.00
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"Open Before Christmas"
Sale
Your Season To Shine!
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Special
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Countdown to Christmas
SHOPPER'S GIFT GUIDE
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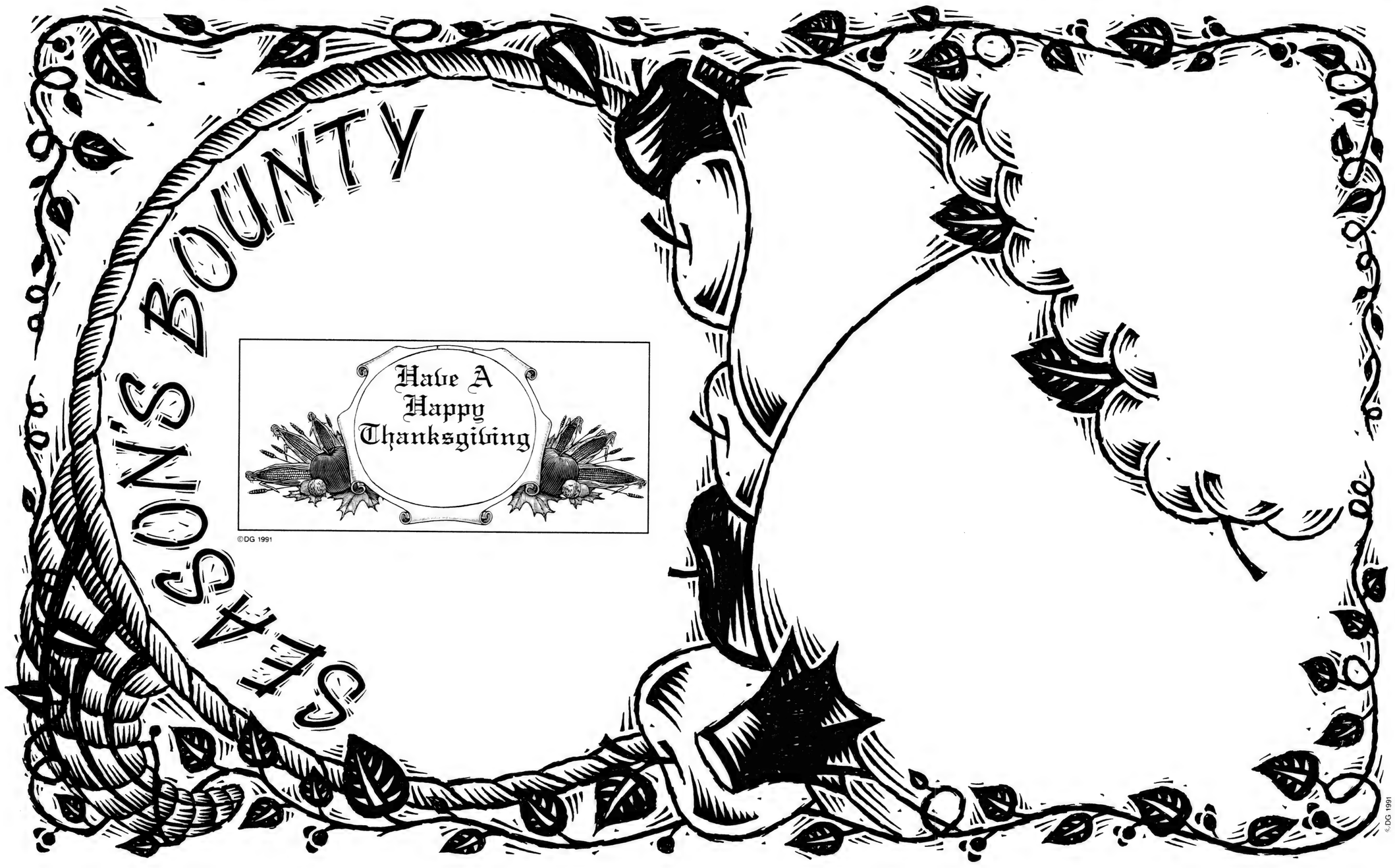
BOUNTY
SEASON'S
Have A Happy Thanksgiving
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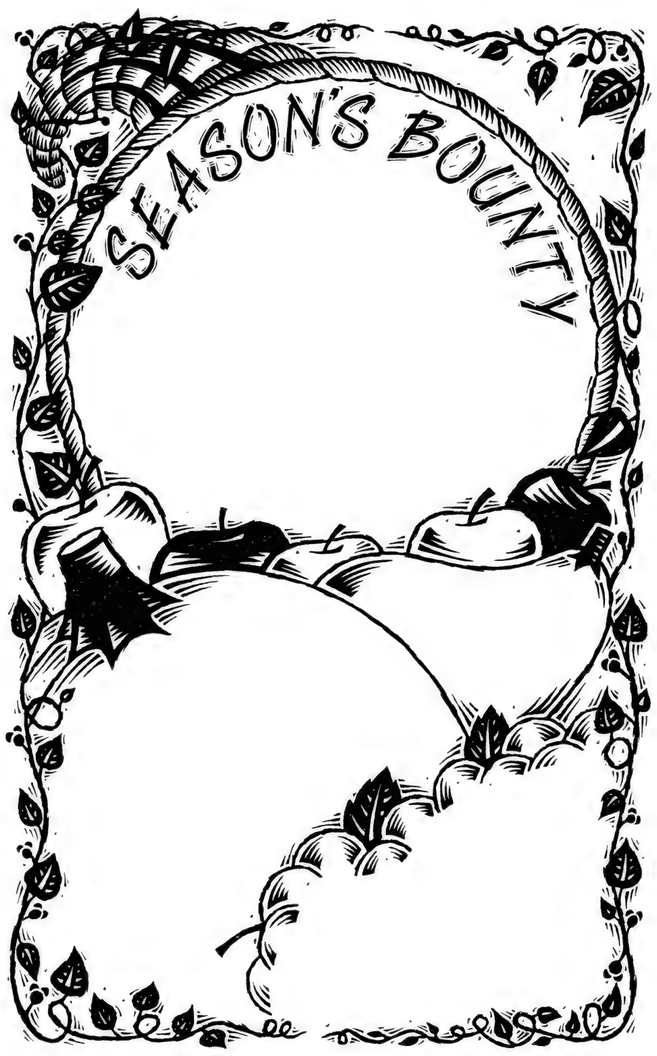

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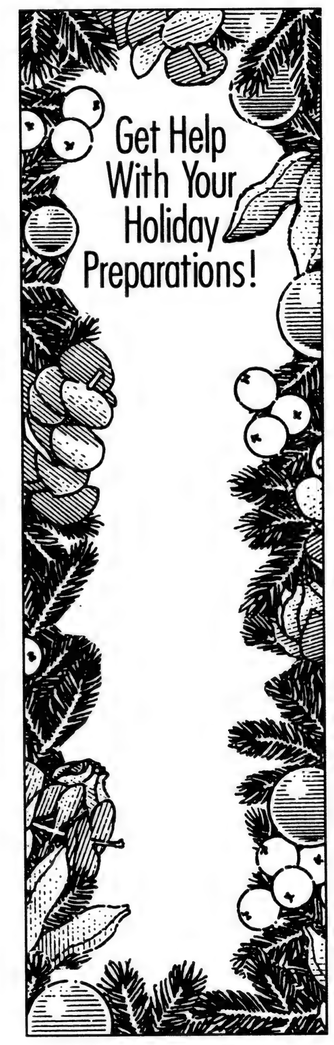

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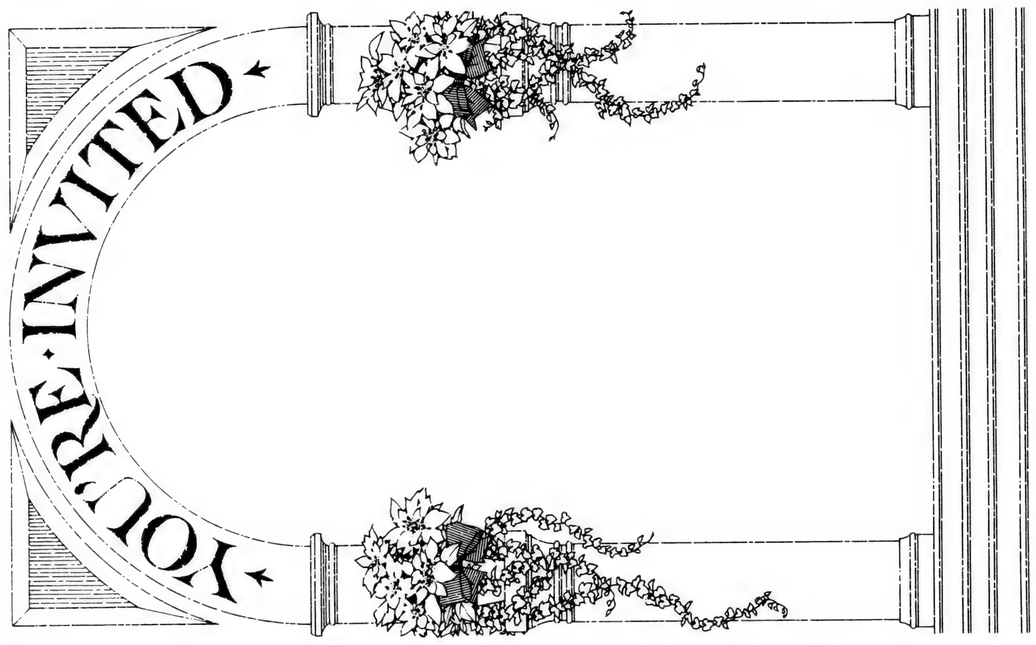

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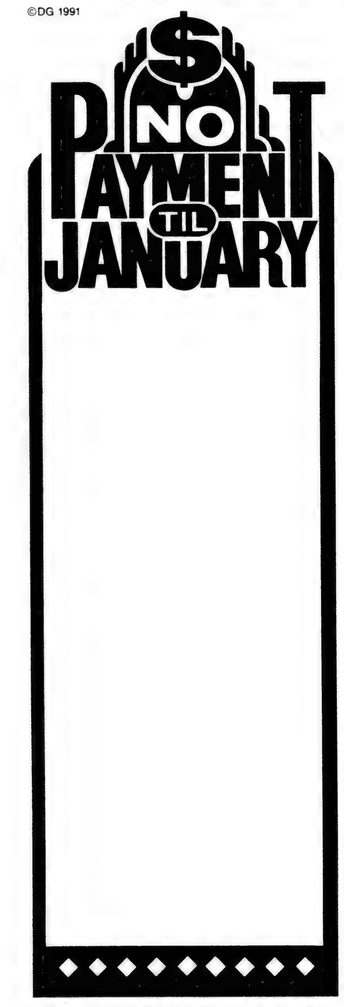

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HOLIDAY SAVINGS
are in the bag

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HOLIDAY SAVINGS *are in the bag*

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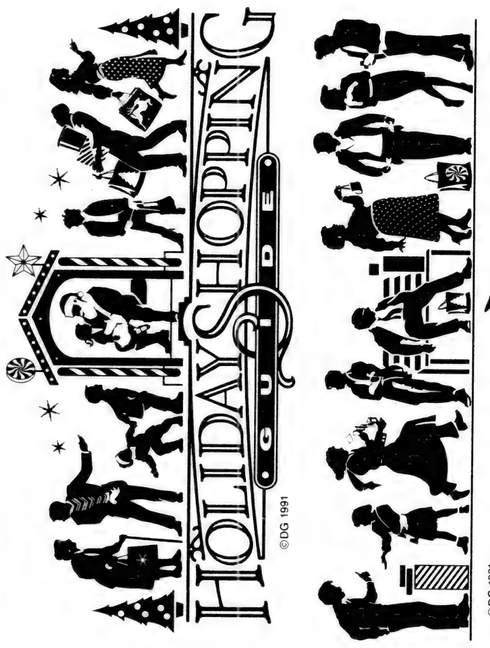

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Sale!

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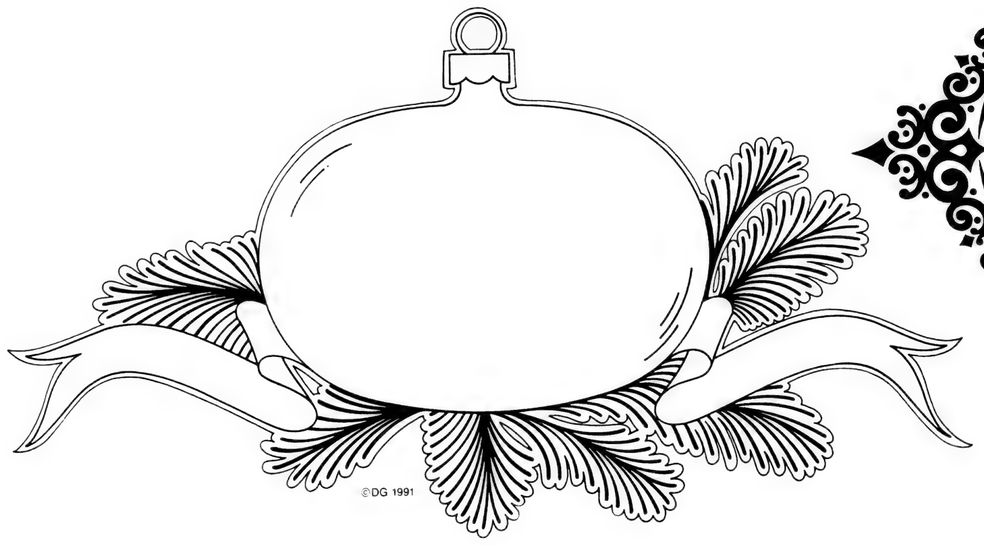
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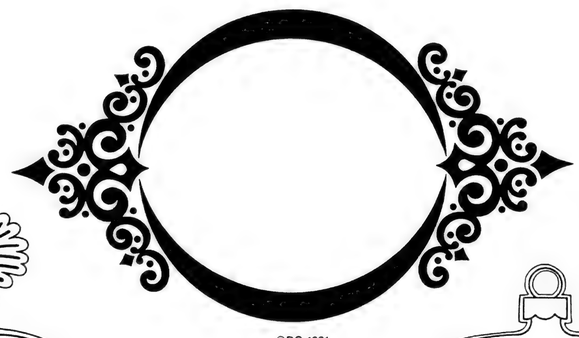
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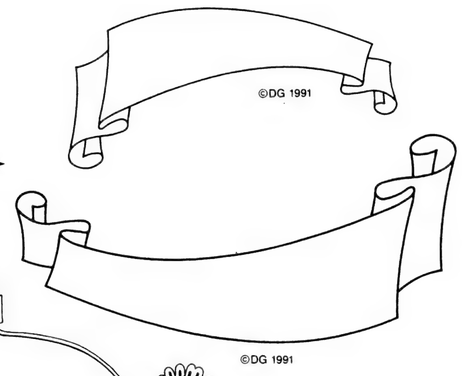
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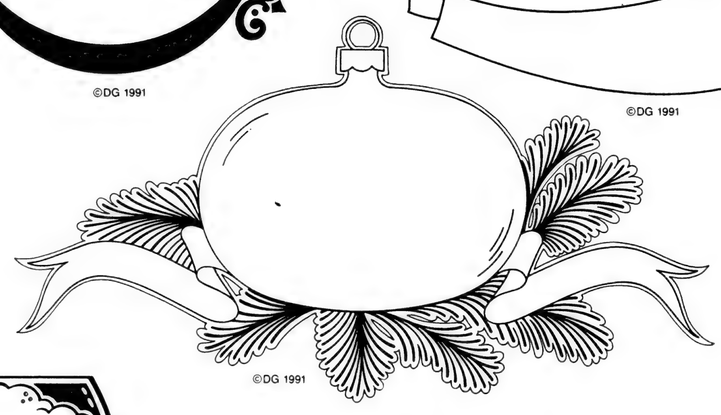
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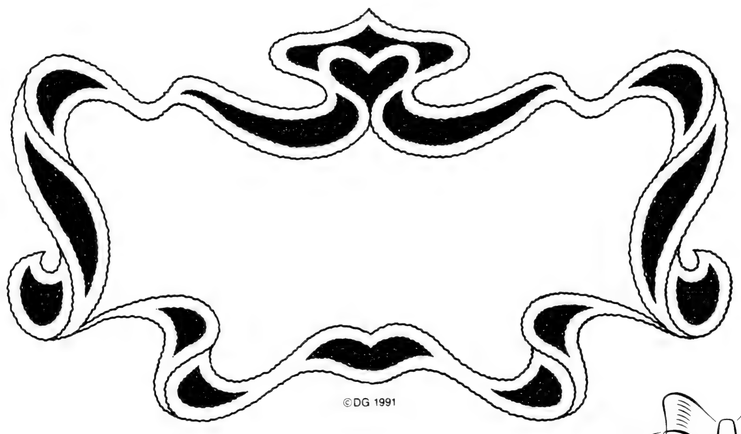
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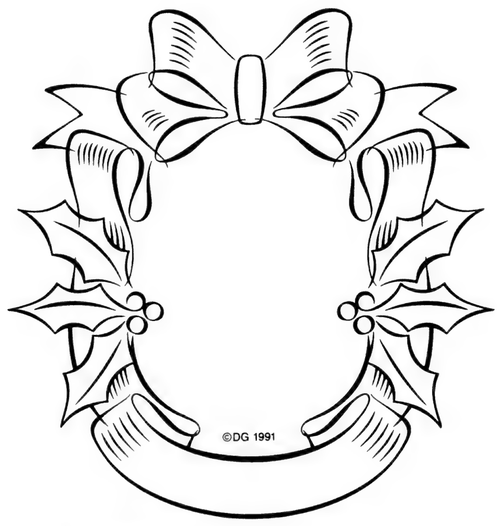
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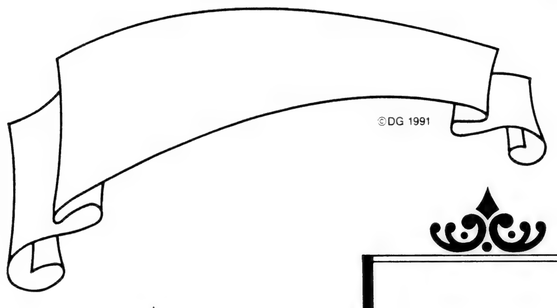
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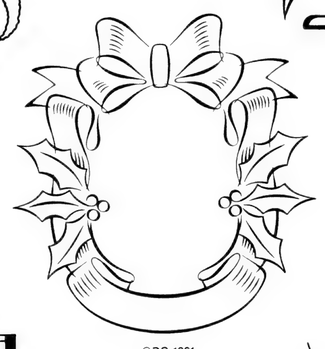
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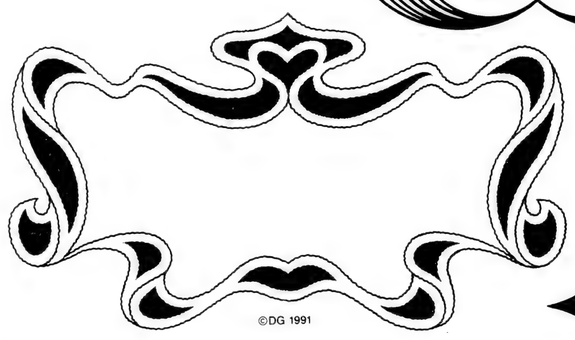
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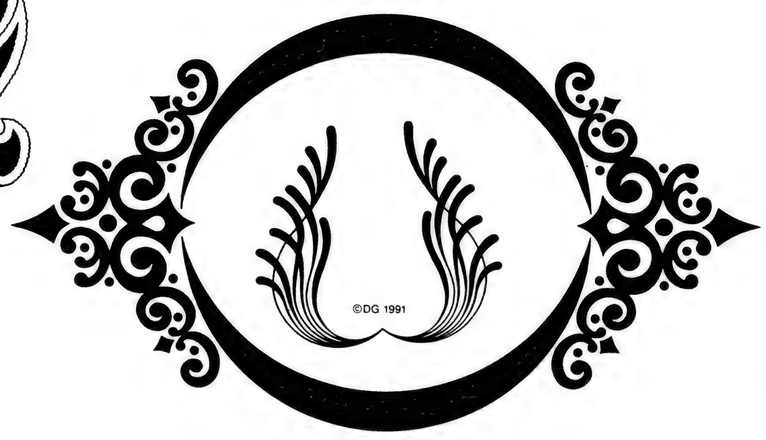
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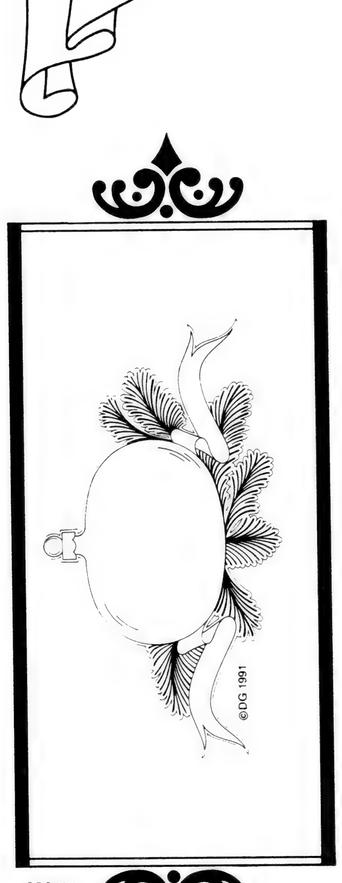
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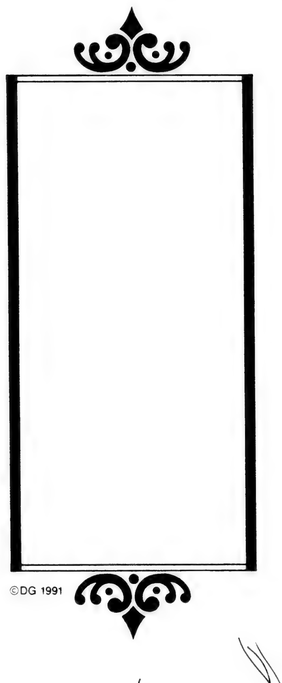
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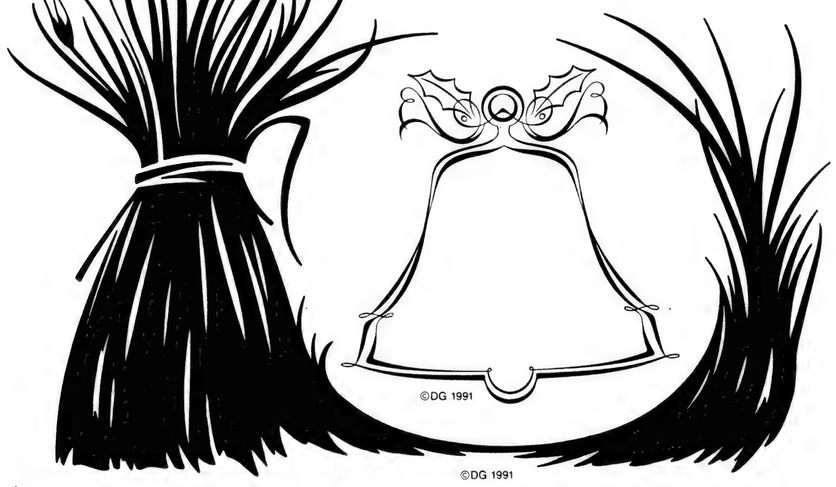
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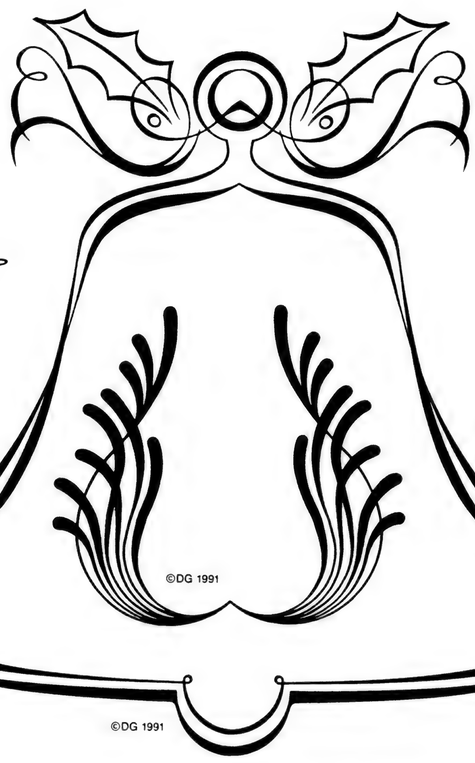
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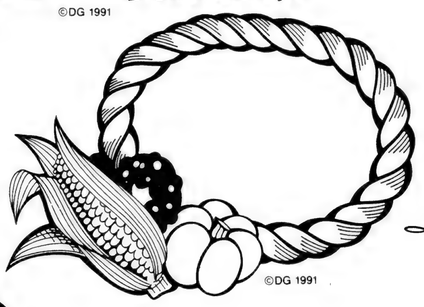
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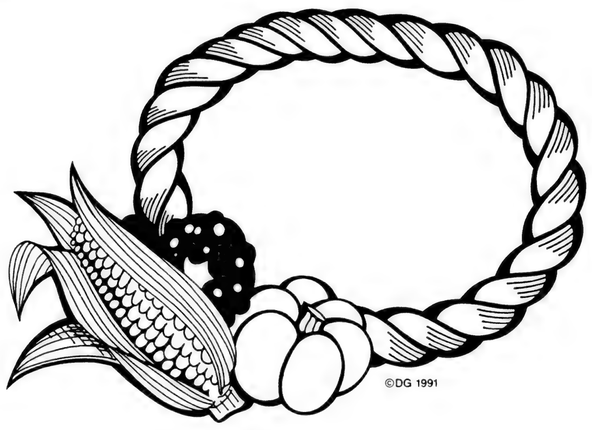
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there's SNOW SALE like our sale

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Gifts

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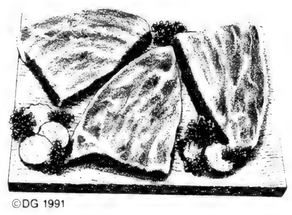
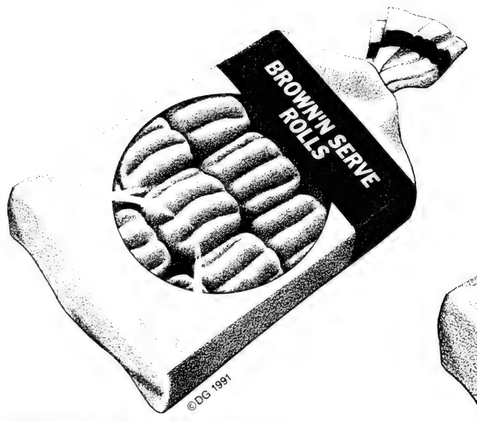
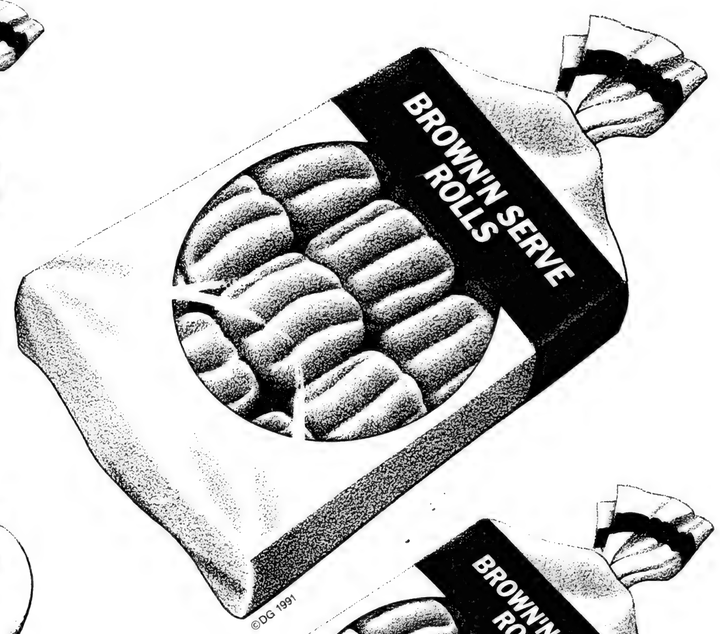
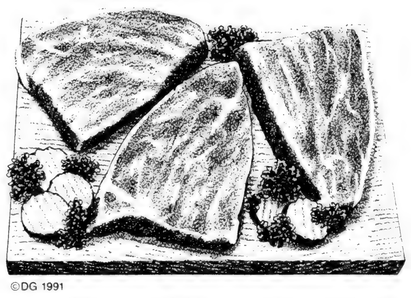
RED & NATURAL PISTACHIO



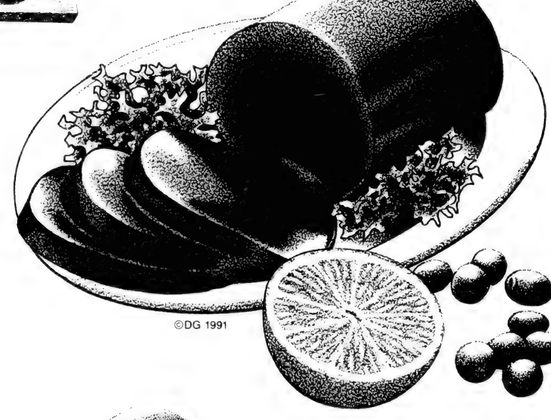


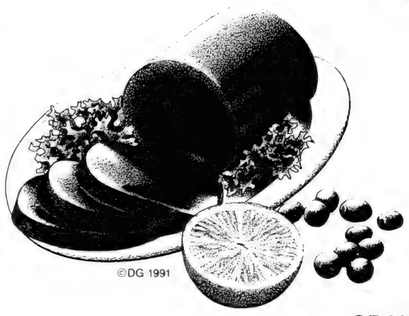
BROWN & SERVE ROLLS



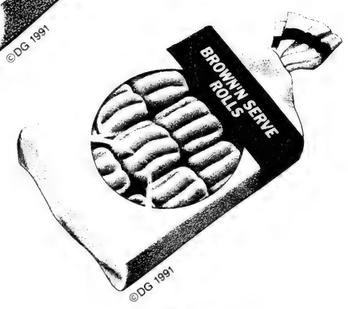


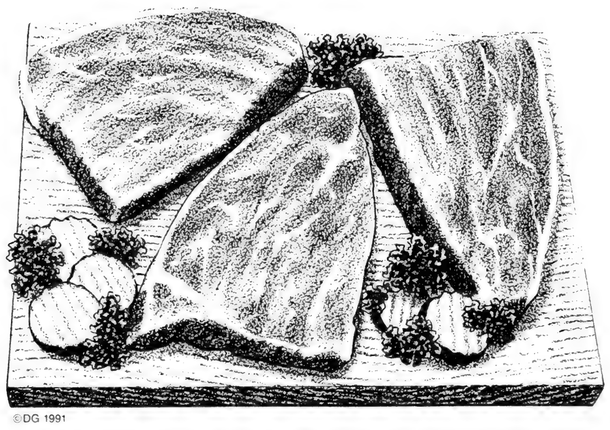
BONELESS BOTTOM ROUND STEAK

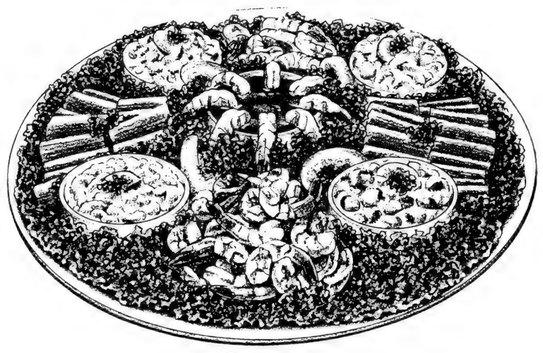


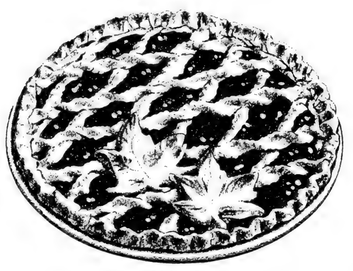


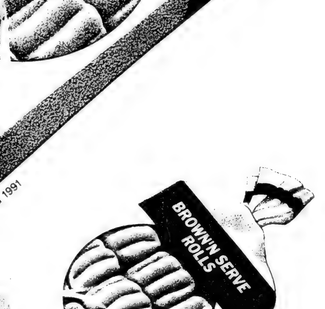
CRANBERRY SAUCE



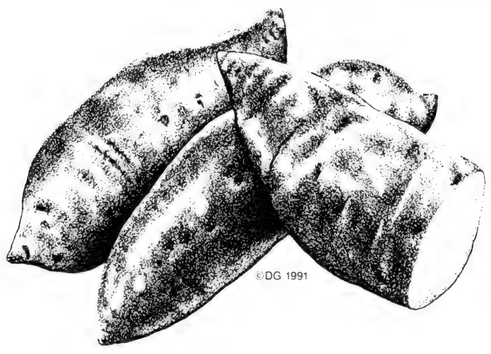


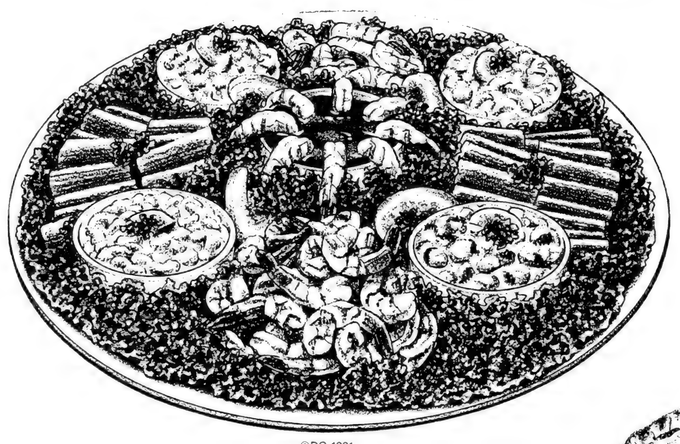


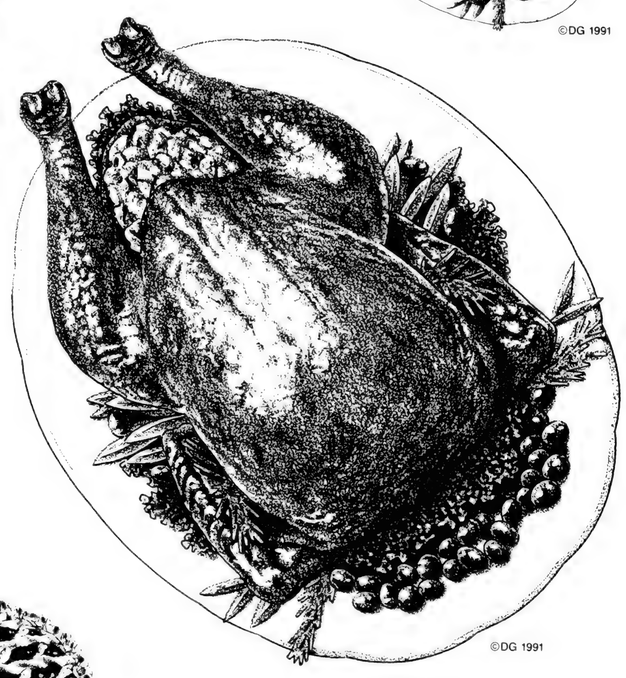




SEAFOOD TRAY

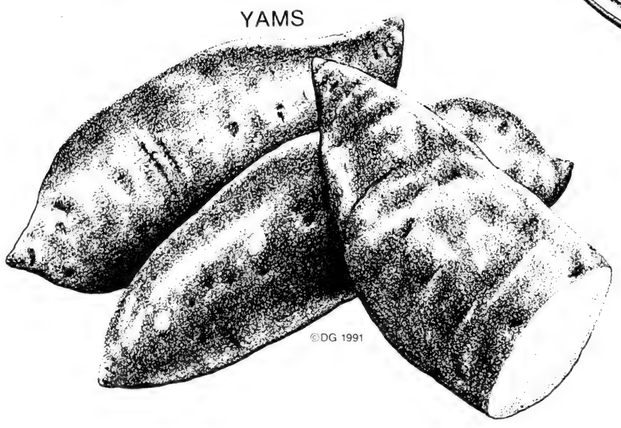


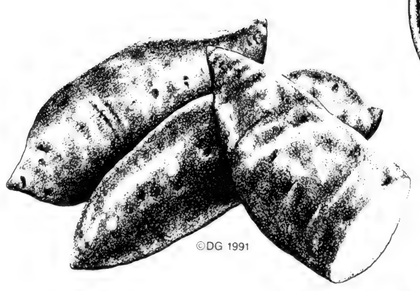




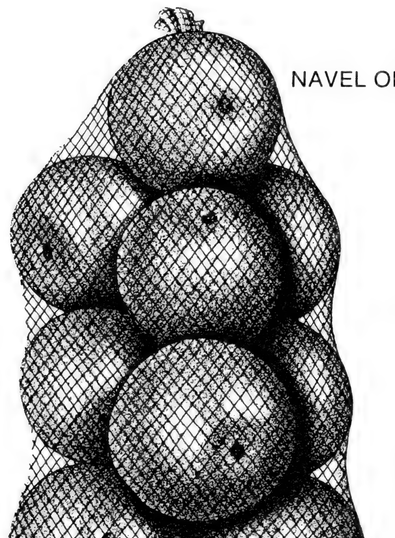
YAMS

LATTICE TOP FRUIT PIE





TURKEY



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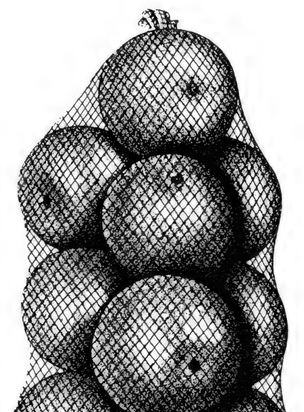

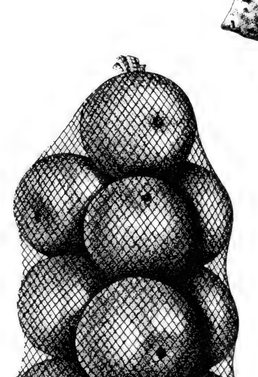

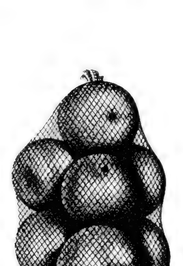

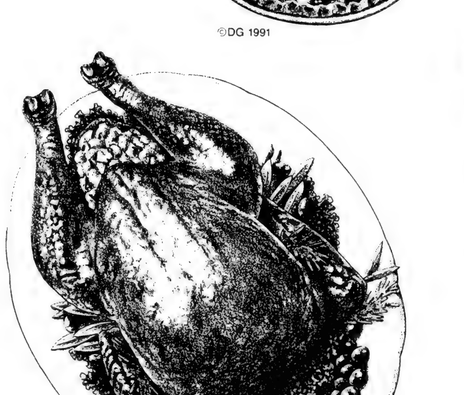

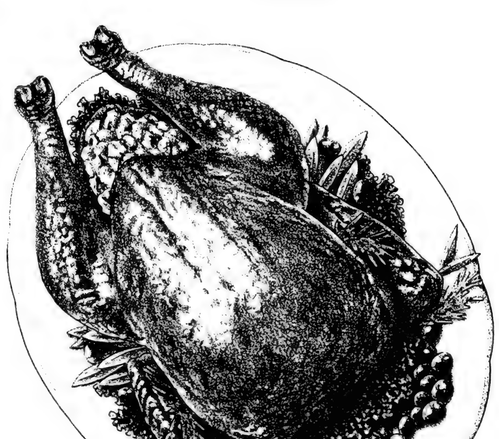

PROMOTIONAL TIE-INS

Specially provided to help increase linage, ***PMS*** offers assorted tie-in themes. Special days, events, festivals, and seasonal motifs infuse advertising with the immediacy, novelty, and graphic punch that get attention in any environment.

Ready-to-go layout format, in SAU sizes, lets you put together promotions in record time. You get maximum linage potential for minimum investment of time and money.

New tie-ins every month. Use these timely promotional themes to make fresh contact with new and established clients.

CHILDREN'S BOOK WEEK
NOVEMBER 17-23 1991

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INTERNATIONAL CREATIVE & CHILD ADULT MONTH NOVEMBER, 1991

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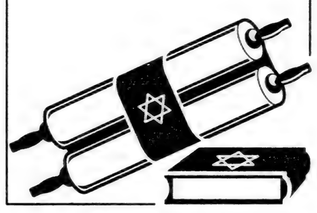
JEWISH BOOK MONTH
NOVEMBER
91



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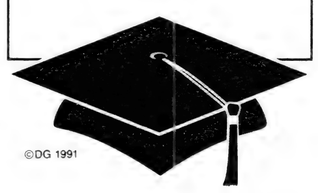
AMERICAN EDUCATION WEEK
NOVEMBER 17-23, 1991



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REMEMBRANCE DAY NOVEMBER 11, 1991

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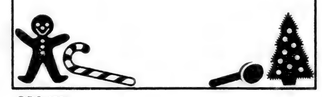
Stocking Stuffers



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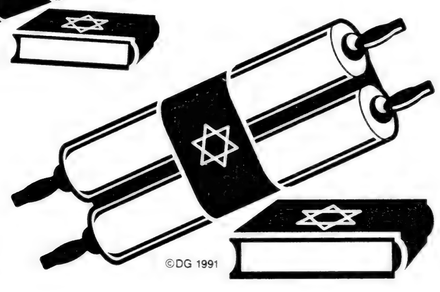

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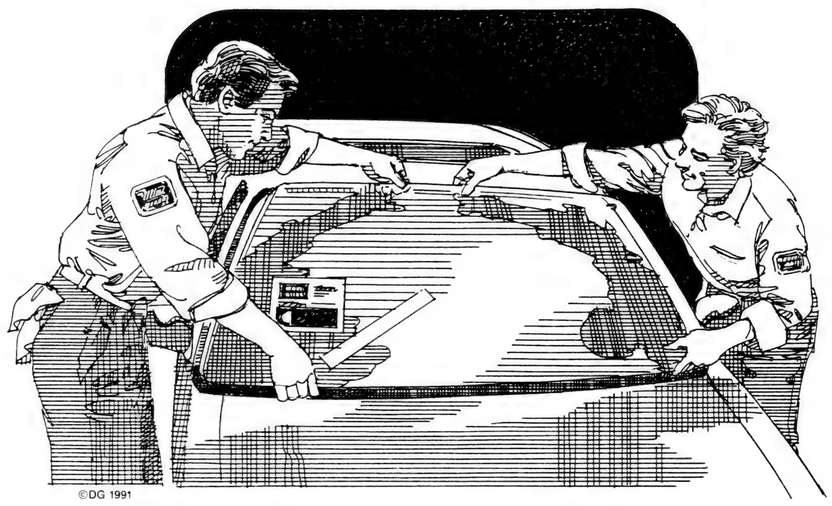
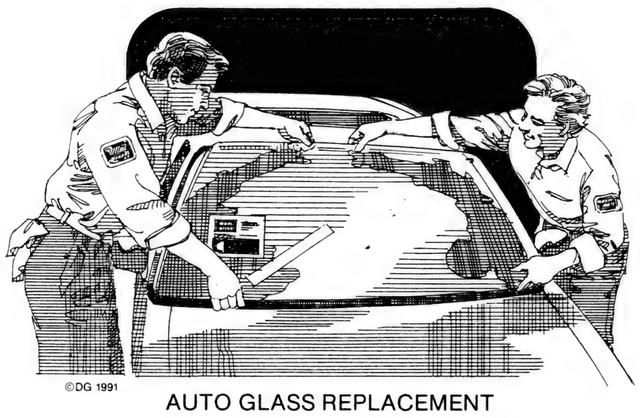
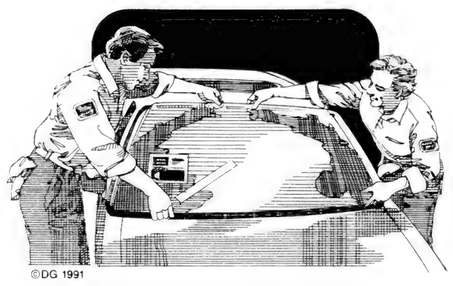
BUSINESS & COMMERCE

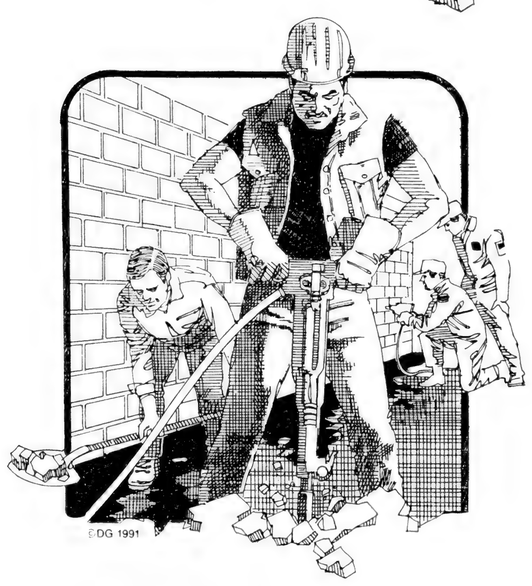
An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!



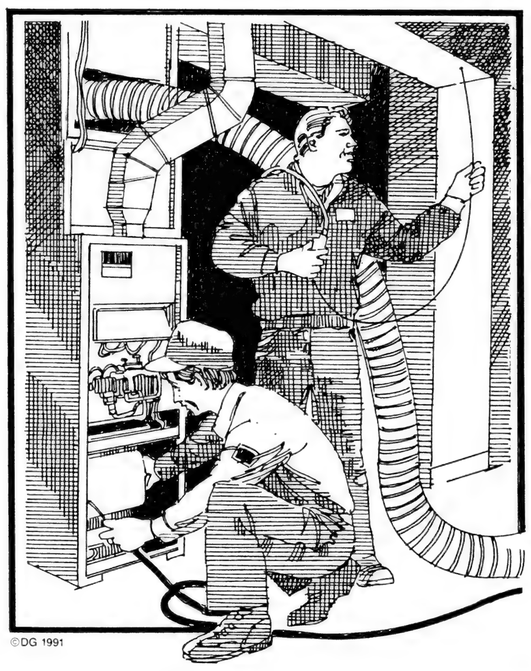


AUTO GLASS REPLACEMENT



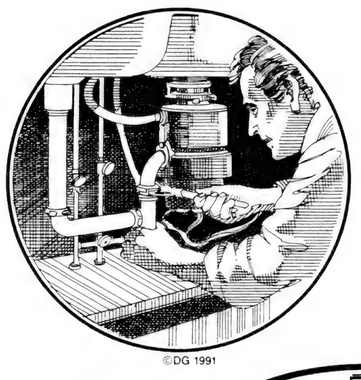


BASEMENT DEWATERING

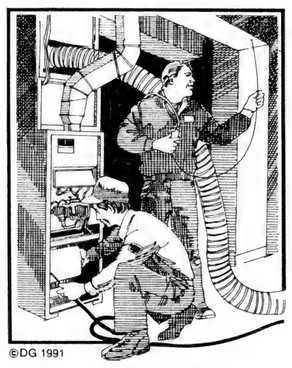


FURNACE INSTALLERS

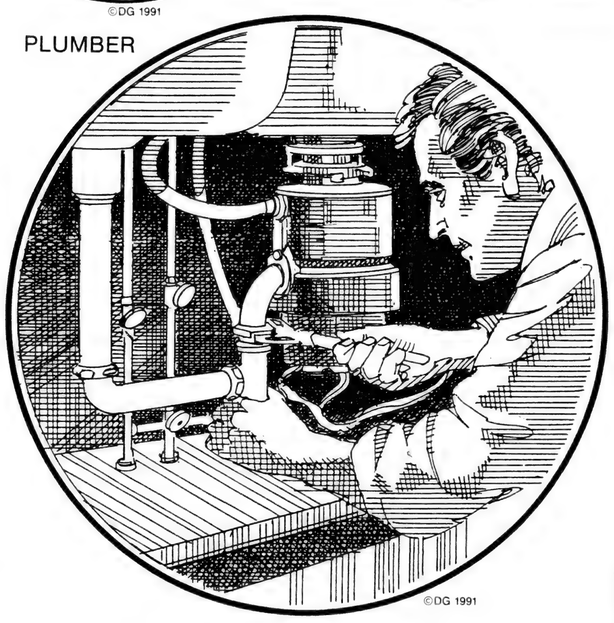
CHRISTMAS TREE LOT

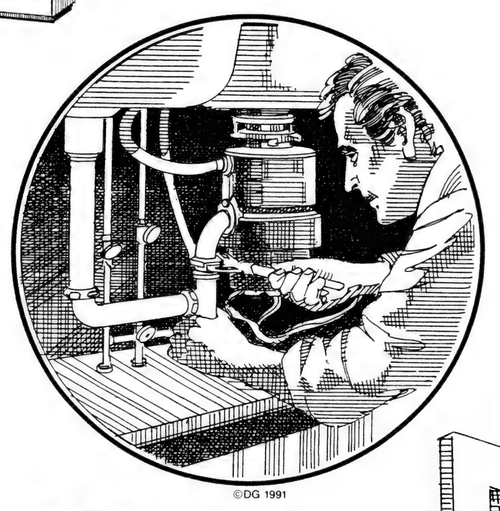


PLUMBER



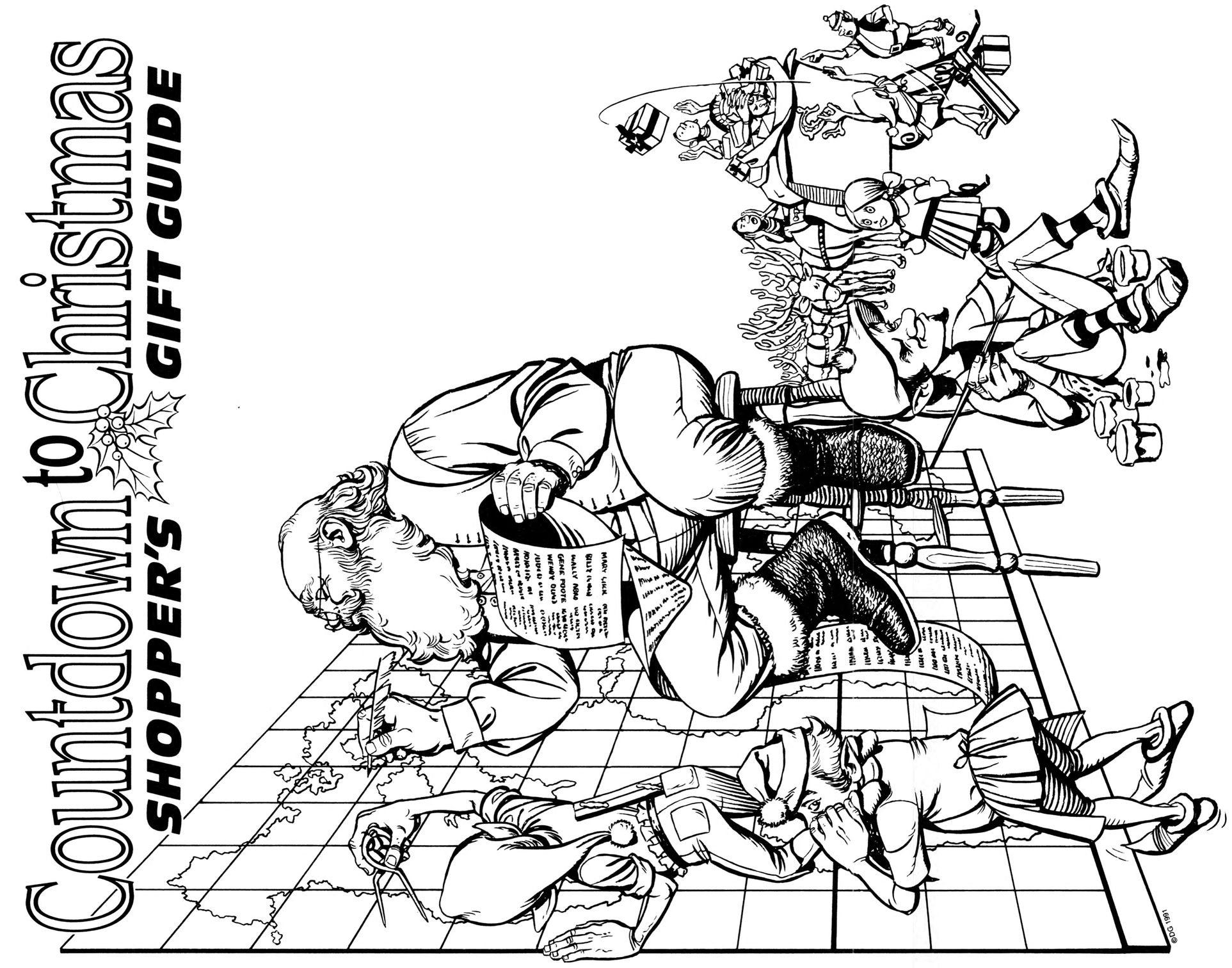
MAJOR APPLIANCE SALES



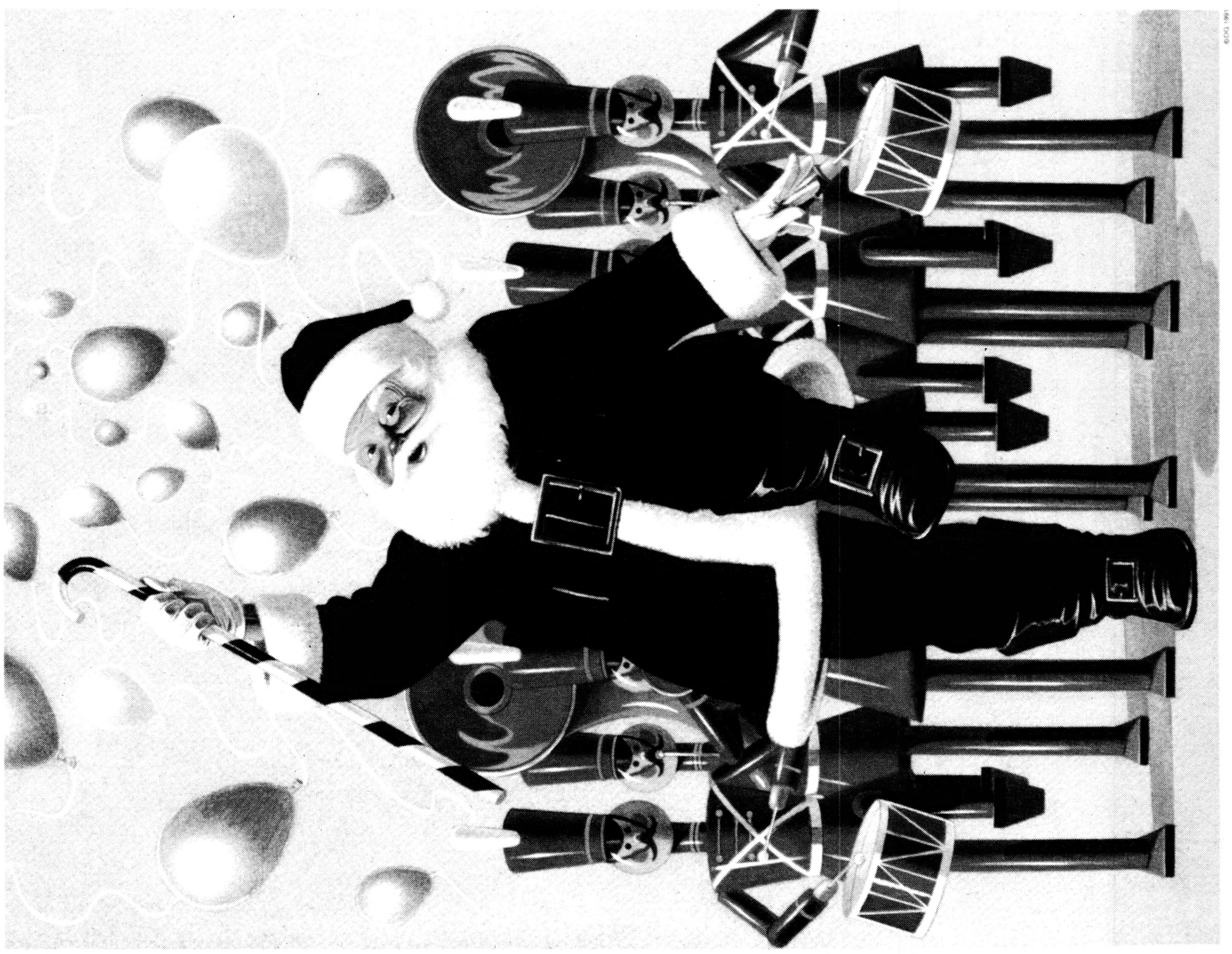


MAJOR APPLIANCE SALES

BIRTHDAY BALLOON SERVICE

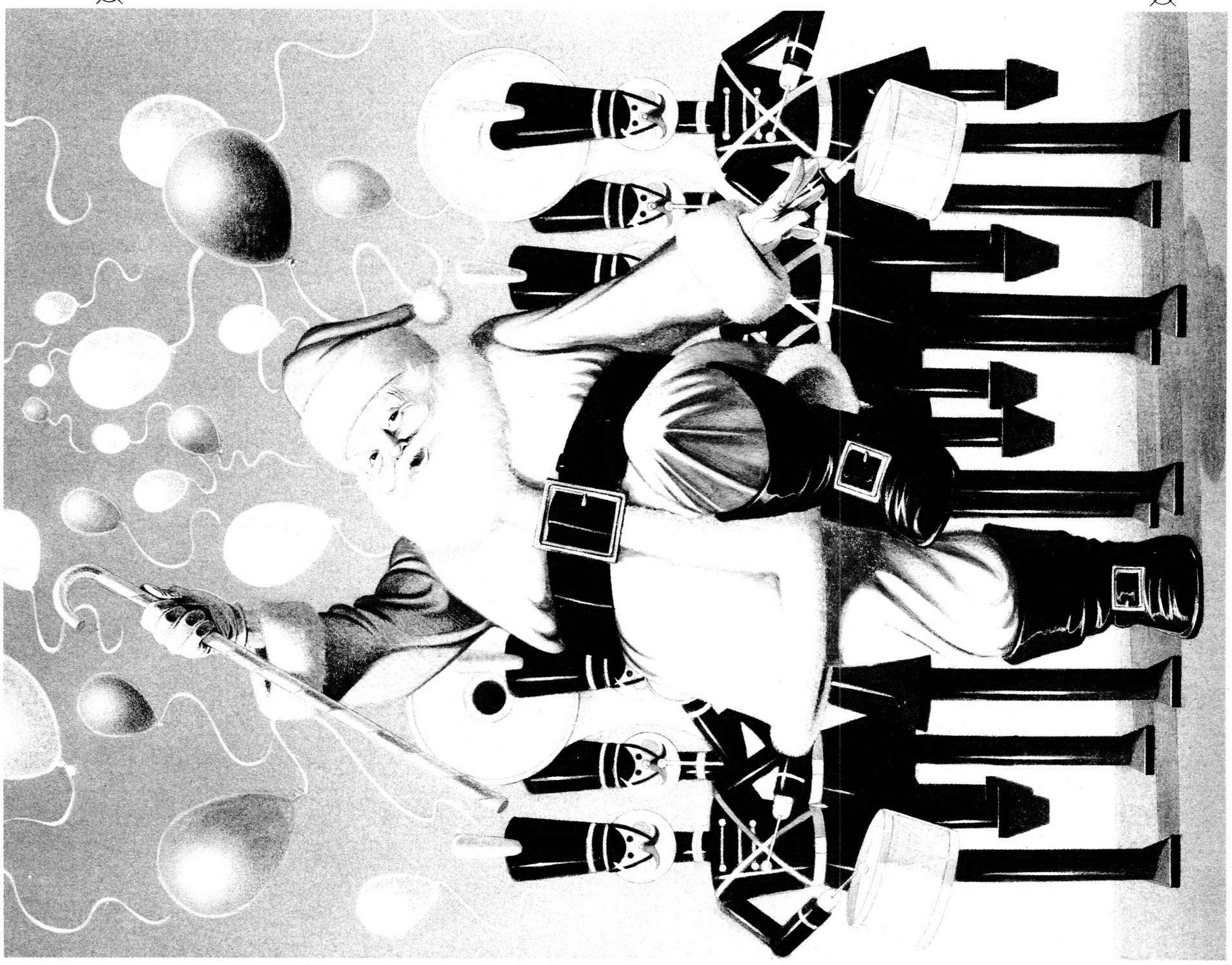


Shown below is the full color proof of the color separations appearing on pages 27 and 28.



• RED PLATE

• YELLOW PLATE



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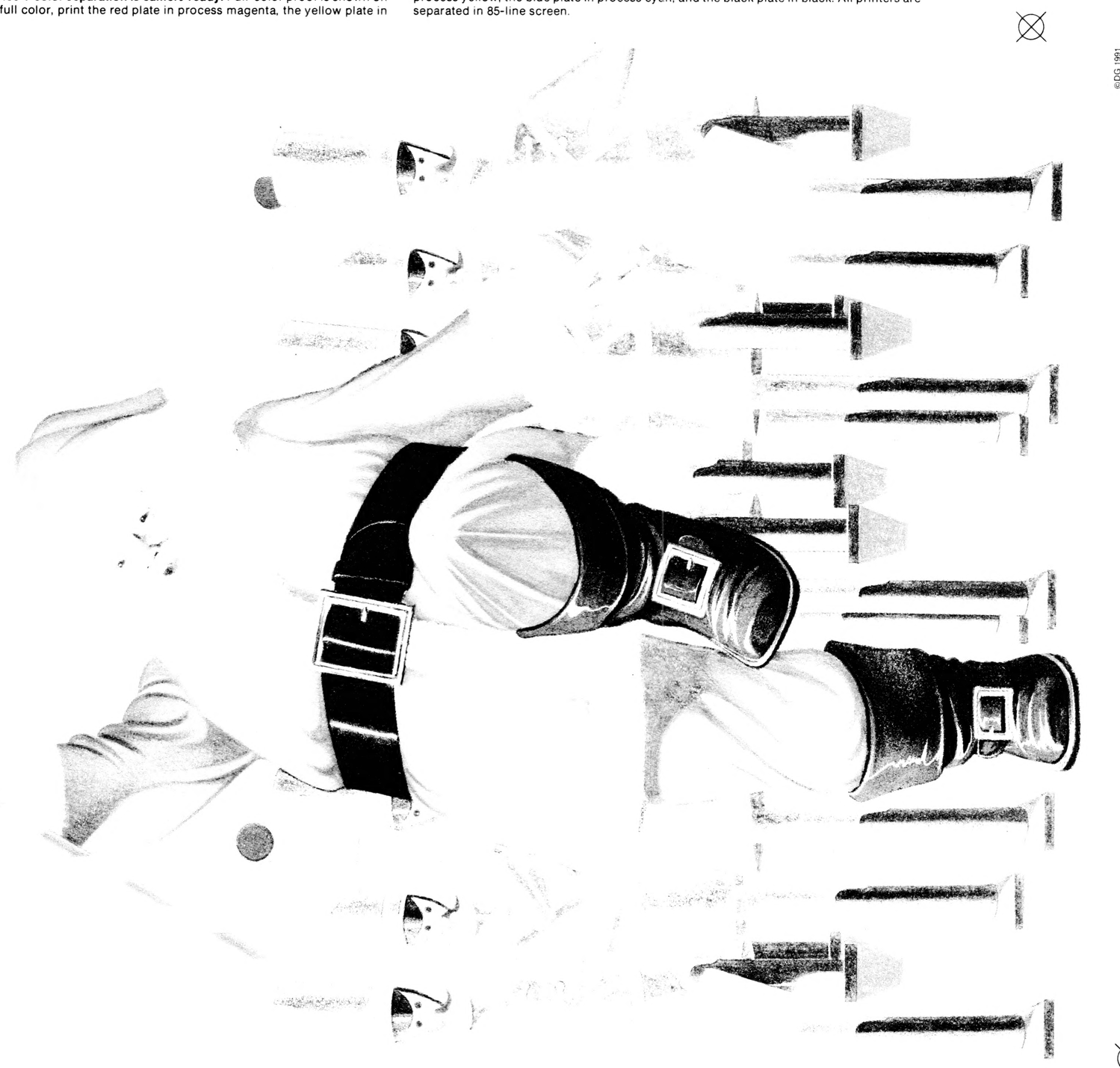
• BLUE PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.



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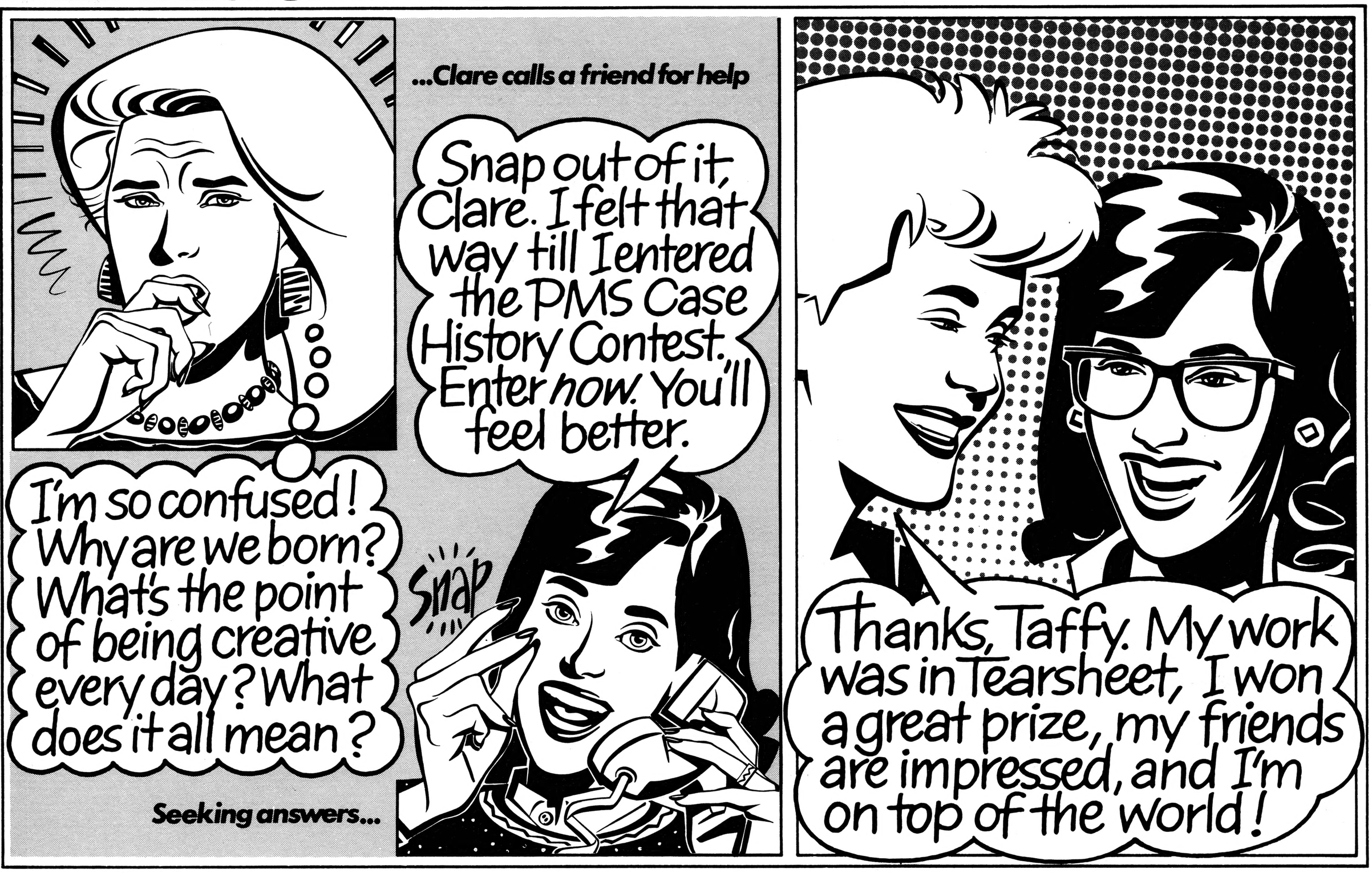
• BLACK PLATE

THE DESIGNING LIFE


I'm so confused! Why are we born? What's the point of being creative every day? What does it all mean?
Seeking answers...
...Clare calls a friend for help
Snap out of it, Clare. I felt that way till I entered the PMS Case History Contest. Enter *now*. You'll feel better.
SNAP
Thanks, Taffy. My work was in Tearsheet, I won a great prize, my friends are impressed, and I'm on top of the world!

Feelin' down? The PMS case history contest gives you 4 good reasons to keep going. . .

1. **Recognition for your creative achievements.** The committee selects 6 winners every month on the basis of quality, creativity, originality, and design application. Winners are published in **Tearsheet** magazine. You receive credit for your project and others will look to your work for inspiration. Proof positive that you and **PMS** make an unbeatable team. Plus, your parents will be so proud of you.
2. **Valuable prizes awarded.** As a winner, you choose what you want from the prize catalog: coolers, clocks, calculators, sports stuff, telephones, watches, small appliances, a wok set, and much more.
3. **Hand-lettered award certificate.** Tasteful design features your name, done in calligraphy by our hand-lettering artist. Display it proudly.
4. **No deadline.** Enter as often as you want. The more you enter, the better your odds of winning. Each entry is acknowledged with a letter of thanks from the creative coordinator. So snap out of it. Enter right now. It's easy.

• • • • • • • • • ATTACH THIS FORM TO EACH ENTRY • • • • • • • • •

NAME _____

TITLE _____

COMPANY _____

STREET ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

PMS ART FROM _____
(month) (year) (page no.)

REMARKS _____

_____
(attach more paper if necessary)

SIGNATURE _____

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include, but is not limited to, publication in *Tearsheet* magazine and other promotional material.

MAIL TO: PMS Case History Contest, Dynamic Graphics, Inc.
6000 N. Forest Park Drive, Peoria, IL 61614-3592

CONTEST RULES:

1. Subscribers to **PMS** may enter any graphic project containing **PMS** art.
2. Send in as many entries as you want to. Please attach a copy of the entry form, shown left, to each project and make sure the form is filled out completely.
3. Include the **PMS** month and year from which the art was taken, brief comments explaining any special techniques used, plus other important details.
4. For best reproduction, mail your entry unfolded. **Do not mount newsprint items.**

Your prize will be sent UPS so be sure to include your street address for delivery purposes. When you win, we win by being able to share your original design ideas with other **PMS** subscribers.

WINNERS WILL BE NOTIFIED TWO TO THREE WEEKS AFTER PUBLICATION OF THE ISSUE IN WHICH ENTRIES APPEAR.